

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

March 17, 1984

a Benn publication

Daily Mail  
cites import  
'rip-off' by  
chemists

Phenylbutazone:  
withdrawal  
details

April rise in  
script charges

OTC update:  
antacids and  
calcium

Ideas for  
pharmacy's  
new deal

Air fresheners  
& insecticides:  
special feature



Simply years ahead

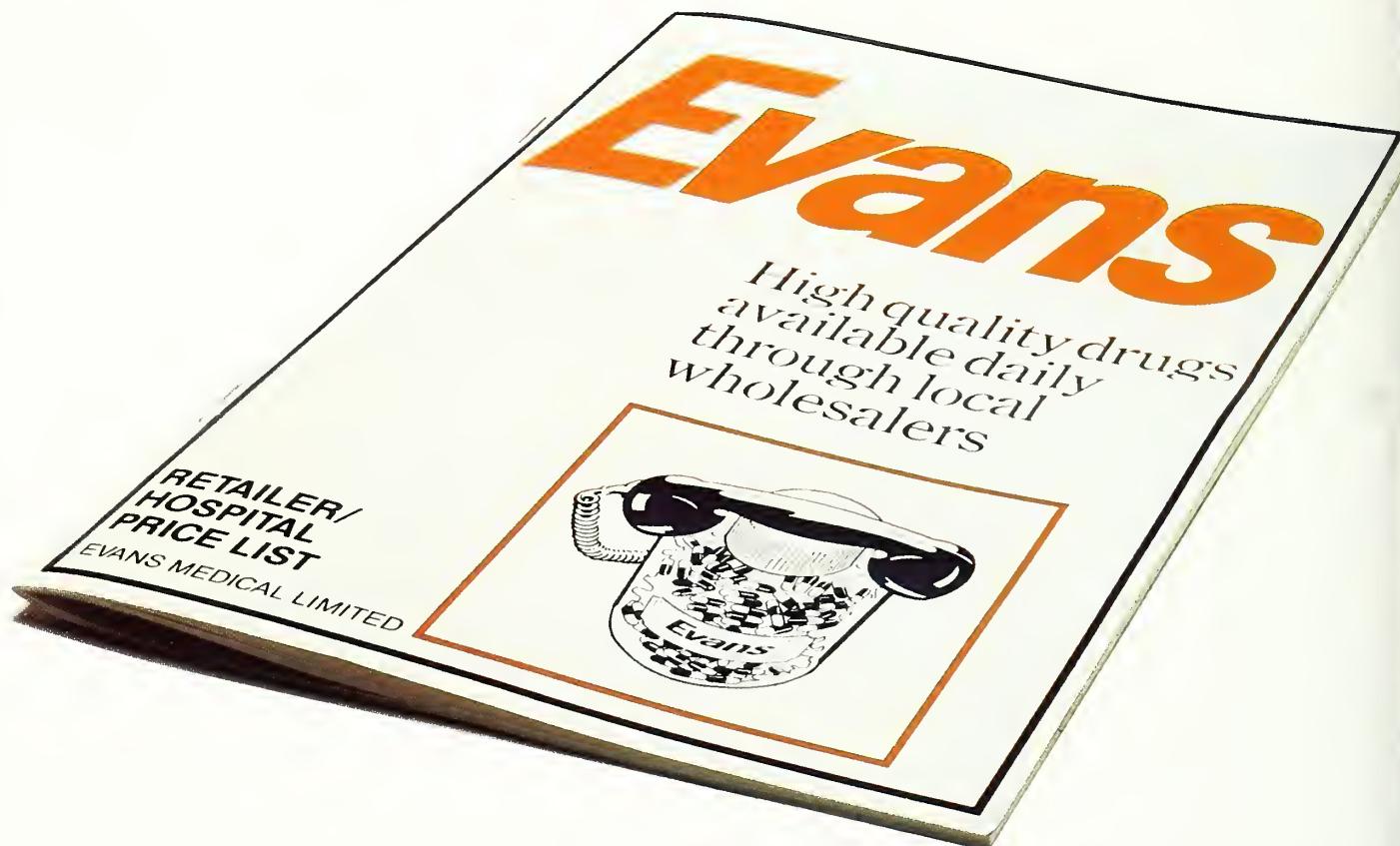
**PHILIPS**

**FROM THE BRAND LEADERS...  
THE GREATEST STEP FORWARD  
IN SHAVING TECHNOLOGY.**

**THE NEW PHILISHAVE  
DOUBLE ACTION ELECTRONIC.**



# High quality drugs from A-Z....

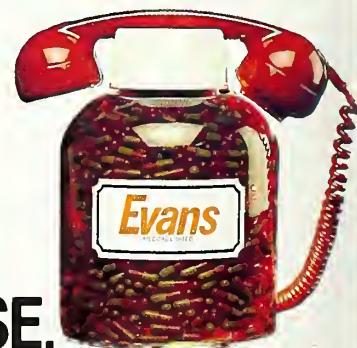


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like shelf cramp  
or accountant nervosa

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You never have to order more than you need, so you can avoid the nasty

side effects of wasting valuable shelf space and tying up unnecessary sums of money. And, of course, with Evans you can be sure you're buying at competitive prices.



## QUALITY DRUGS, WHOLESALE SENSE.

# CHEMIST & DRUGGIST

Incorporating Retail Chemist

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March 17, 1984

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## COMMENT

What is it about the *Daily Mail* that makes it act as judge and jury — and then hang the wrong man? At least, so far as pharmacy is concerned. And twice, in a couple of weeks.

After a misdirected attack on the availability of prescription of "withdrawn" medicines (*C&D* February 25) the *Mail* last week went over the top with a headline about a "drugs rip-off by chemists" on a story concerning the dangers of parallel imports — a story which otherwise made a lot of sense (p492). In its comments column, the paper accused chemists of "dangerous double dealing." And the following day, cartoonist Mac showed a chemist in the jungle (leaning against his Rolls Royce) placing an order with the local witch doctor. "...and lastly, have you got anything good for insomnia, indigestion or athlete's foot?" said the caption. What price the National

Pharmaceutical Association's advertising campaign in the face of such image-building?

From a Press release issued by the NPA, it would appear that the *Mail* cannot claim ignorance of the facts, because the pharmacist's position in respect of discount pressures and clawback was fully explained to a reporter by Mr Astill. This position was totally ignored by the article.

What a pity! If the paper had stuck to the story it had been fed by Mr James, managing director of wholesalers Richard Daniel, it could have really performed a service to patients. It might have helped enforce or change the law. It might even have helped to resolve some of the iniquitous aspects of chemists contractors' reimbursement.

In the light of pharmacy's previous experiences with the national Press, Mr James may be regarded as foolhardy to

have become involved with the *Mail* story, but it may be a measure of the perceived threat of parallel imports to wholesalers' survival that even after the event he is unrepentant. However, his recommendation that the NPA should hit back hard shows a lack of understanding of the national Press: front-page banner headlines are not given away that easily to a group whose reputation has just been comprehensively blackened. Especially, perhaps, when that group has referred the paper concerned to the Press Council over a previous outburst!

In view of the last *Daily Mail* 'exposé' on Flosint, Osmosin, Zomax and Zelmid (*C&D*, February 25, p352). Congratulations are due to Geigy for arranging to take back and give credit for 'phenylbutazone' stock, including open packs.

# James unrepentant over leak to Mail

**A scurrilous headline — but better than ones that might have been published later if the dangers of parallel importing had not been brought to a head. That was the reaction this week to the Daily Mail's "Drugs rip off by chemists" front page lead on March 10 (see this page) from the man who gave the paper much of the material for the story.**

Mr G.I. James, managing director of Midlands wholesalers Richard Daniel & Son, challenged pharmacists to use the public relations machinery to say why they were importing, with particular reference to discount clawbacks, Government inactivity over the legality of the practice, and the role of the "cowboys."

The *Mail* was known to have been investigating imports for some time, Mr James told C&D, so he provided evidence that Prescription Only medicines had been

## DRUGS RIP-OFF BY CHEMISTS

supplied to a "private individual" by the UK agent of a Dutch company. However, he believed the story had been "ruined" by the headline — despite thorough research by the paper.

Mr James said that while only responsible EEC-based suppliers were involved, patients had not been in danger. However, pharmacists could rely on the integrity of the products they handled only through the integrity of suppliers — and lack of Government action had allowed in the "cowboys."

Imported medicines were now being sold from cars, and pharmacists were being shown suitcases full of samples, said Mr James. "I have a handful of price lists from companies I have never heard of. That's OK if pharmacists believe the products are as genuine as the genuine source, but pharmacists shouldn't be exposed to that decision."

Mr James defended pharmacists who have bought from parallel importers. They had a right to say that if after a year of debate the Government took no action, it must condone the practice. And there could be no basic difference, from the businessman's point of view, between a 10 per cent discount from Vestric and a 30 per

cent discount from an EEC supplier.

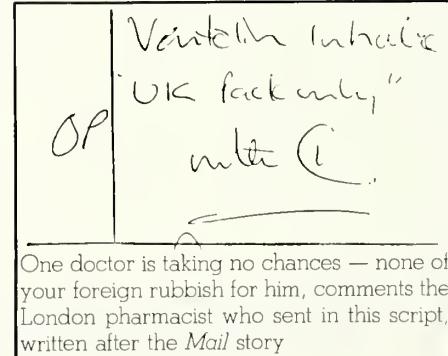
However, UK wholesalers had a right to complain about unfair competition when they were receiving 12½ per cent from the manufacturers — and the same products could be offered as imports at 30 pc.

Manufacturers must make their peace with the Government over differential prices, said Mr James, but it appeared the Government had no idea of the extent of importing and had so far played down its importance. He hoped the *Mail* revelations would lead those in control, who so far had been standing back from the problem, to realise there is a danger of the wholesaler service breaking down.

"The two or three hundred products on offer probably represent 90 per cent of wholesalers' turnover. And there is a rumour that the current wholesale margin may be cut again in order to squeeze discounting out of the system." Mr James believes parallel importing may have been used as a negotiating tool between the industry and the Government. "But chemists don't want discounts," he said.

Returning to the *Mail* article, Mr James argued that he had "done pharmacy a favour" by exposing the cowboys of parallel importing. He asked the profession to imagine the headline if someone were to be found dead with an imported inhaler — "You would be crucified." Now the NPA should come back hard, pointing out why pharmacists were importing, but adding that they had not been dealing in faulty goods. "Don't stand back and take it — tell the world why: it's because the Government is screwing up chemists' remuneration."

Already Mr James reports a positive reaction from MPs who share his concern about the dangers and the effects on the pharmaceutical industry. The response includes Opposition politicians who until the article had blamed industry profit margins.



## 'Exposé' slams drug imports — and chemists

**A pharmacist posing as a private individual received £45 worth of parallel import drugs at his home address, said the Daily Mail last week in a front page article accusing chemists of profiteering from cheap foreign drugs.**

In another *"Mail"* exclusive, the second in a fortnight on drugs, and headlined "Drugs rip-off by chemists," the paper says Britain's chemists are costing the health service millions of pounds in a scandal involving cheap foreign drugs flooding into the UK. "They are handing out £100m of imported drugs a year, some of which could put at risk the health of thousands of patients."

And in a case leaked to the *Mail* by managing director of wholesalers Richard Daniel, Mr G.I. James, it is claimed that fellow director Mr Ernest Haddon received drugs at his home after filling in an order form from a London importer called Pharma Regis. "In a shocking demonstration of the complete absence of proper safeguards drugs were supplied without any checks that they had been ordered by a legitimate chemist," says the *Mail*.

Of the top 350 drugs sold here, 270 are available in Europe at 20-50 per cent below UK prices, the *Mail* claims. Among drugs said to have ingredients different from the British equivalent are Anafranil, Gaviscon, Proctosedyl and Sectral.

The *Mail* fails to point out that the profession's trade and negotiating bodies have consistently opposed parallel importing. The story is yet another example of "investigative" reporting that is selective to the point of gross inaccuracy says the National Pharmaceutical Association.

NPA director Mr Tim Astill says that in conversation with Mr Clive Edwards, a *Daily Mail* reporter, the evening before the article appeared, he explained how the Association had been seeking for 18 months to persuade the Government to stop parallel importing of drugs. He also explained how the NHS system for paying pharmacists could be adjusted for overpayments, and how such adjustments were always applied across the board so that the money was clawed back from pharmacists whether they had been overpaid or not.

This resulted in intense financial pressure on NHS pharmacists to take advantage of discounts offered to them, but Mr Astill emphasised that many pharmacists had

refused to accept unlicensed parallel imported medicines on professional grounds and in the interests of patient safety. The NPA has repeatedly advised its members not to accept offers of unlicensed medicines, and as a result has been referred to the Competitions Division of the EEC.

And it says the fault lies with the Government for the pressure it applies to pharmacists for consistently refusing to pay a reasonable rate of remuneration and for failing to amend a set of Regulations which have permitted the importation of medicines not covered by a UK product licence.

**Daily Mail**

Mail  
THURSDAY MARCH 16 1984

**Mail Exclusive** Patients warned of health hazards

## DRUGS RIP-OFF BY CHEMISTS

By JOHN SLINEY, Medical Correspondent  
BRITAIN'S chemists are costing the Health Service millions of pounds in a

**Unlucky in love**

These points were made again last Friday, when Mr Astill was interviewed on BBC Radio 4's "You and Yours" programme. "The *Mail* had all the facts at its disposal and chose highly selectively to print the ones it thought would excite its readers the most," he said. He emphasised that patient safety is paramount. "If anyone has any cause to be concerned about medicines they have received all they have to do is take it either to their pharmacist or doctor and ask whether it is safe."

The Pharmaceutical Society points out that although the parallel importation of drugs is not illegal, pharmacists who supply such drugs should bear in mind their direct legal responsibilities to patients for the safety, quality and efficacy of those products. In February 1983 the Society provided guidance on the legal requirements and added a strong recommendation that pharmacists handling

imported products must satisfy themselves that the medicines were being obtained from a reputable supplier.

It is the pharmacist's responsibility to satisfy himself as to the safety and quality of the product, either by direct means or by checking that testing has been carried out by a responsible organisation.

In a further statement the Society has pointed out that it would be unprofessional conduct to supply a medicine unless all the requisite information is written in English.

Unichem managing director Peter Dodd says that while the publicity generated by Richard Daniel & Son in the *Daily Mail* may have been bad for pharmacy's image it may well have put pressure on the Minister.

He says Unichem wrote to 16 MPs of all parties on Thursday of last week asking them to press for the introduction of the Government's proposals to control parallel importing by the end of this month. So far Unichem have had one positive response.

PSNC is finalising its comments on the proposals at this week's meeting.

Mr Kenneth Clarke, Minister for Health, told Mr Michael Grylls (Con) that the Government had received extensive comments on the consultation document issued in December (C&D, December 17/24/31, p1084) on parallel imports. The comments, which were being studied urgently, demonstrated sharp differences of opinion between those who sought tighter controls on imported medicines and those who questioned the need for more onerous restrictions. Mr Clarke said a statement would be made as soon as possible.

He stressed: "The pharmacist's existing professional responsibility for dispensing medicines is quite adequate as a protection for the public provided it is complied with in practice. We will ensure that any evidence of a failure to discharge that responsibility satisfactorily is referred to the relevant professional body for investigation."

## More 'Ventolin' undertakings

**Pharmaceutical wholesalers Sigma Pharmaceuticals and Dowelhurst Ltd agreed in the High Court this week not to sell inhalers in packing allegedly copied from that used by the Glaxo group for inhalers.**

Dowelhurst also agreed to pay Glaxo £9,000 damages and costs.

In addition to the permanent undertaking Dowelhurst and director Mr R. Taylor agreed to supply Glaxo with a list of their suppliers and customers, to disclose the identity of the printer commissioned to produce the disputed packaging, and to get him to sign an undertaking to Glaxo not to print any more.

Sigma's undertaking to Mr Justice Nourse not to use the disputed packaging will remain in force until a further court hearing in three weeks' time.

The undertaking in both cases prevents the sale, advertising or distribution of any inhalers under the name of the Glaxo subsidiary, "Allen & Hanburys" or its trade mark, or contained in any packaging the same as, or confusingly similar to, the packaging used by Glaxo for their Ventolin inhalers sold in this country.

Sigma and Dowelhurst also agreed not to infringe Glaxo copyright in various forms of packaging, not to infringe the A & H trademark and not to "pass off" inhalers not produced by Glaxo for sale in this country "as and for" such inhalers.

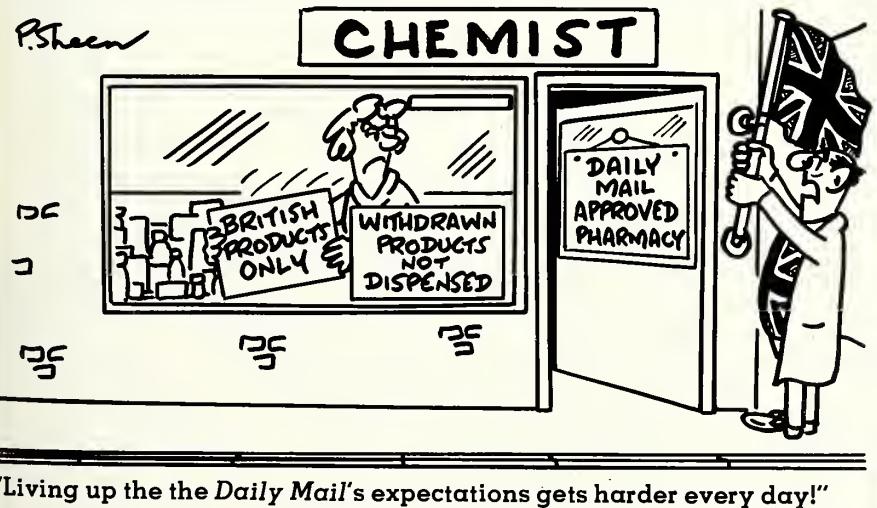
Mr Christopher Drew, for Sigma, told the court that Sigma had agreed to give the undertakings without prejudice and without making any admission. "They are given on the basis that my clients are attempting to act, as they always have, in a responsible way," said counsel.

## Unichem give import notice

Unichem have issued an 8 by 6in notice this week to all their customers with the message: "This pharmacy does not dispense parallel imported medicines."

Managing director Peter Dodd says any pharmacist who is not a Unichem member can obtain a copy by sending a stamped addressed envelope to the sales manager at Unichem head office.

□ This week's C&D cartoon was composed before Unichem's act of philanthropy came to our attention. It just goes to show that sometimes great minds do think alike!



# **"What's the quickest way to get rid of a bad headache?"**

How many times a day are you asked this question? And which analgesic is the first to spring to mind each time? More than likely it's Paracodol. Because Paracodol is strong, soluble and fast-acting.

In an independent study of six widely-used Paracetamol formulations Paracodol was found to have the fastest absorption, with the highest peak levels.

So it is extremely effective.

But, because it's available only from pharmacies, your customers will rely on you to recommend it.

Just as they always rely on you to provide the answer to their questions.

And just as, when it's a question of fast effective pain relief, you can always rely on Paracodol to give them the right answer.

Now available non-prescription in 10's and 30's.



## April rise in script charges

**Prescription charges for drugs and appliances are to be increased by 20p to £1.60, from April 1 along with charges for general dental treatment, optical services and private treatment in NHS hospitals. Secretary for Social Services Norman Fowler announced last week.**

The "annual increase" in charges to apply within the NHS in England and Wales "reflect the higher costs of the goods and services provided and make a small contribution to the extra costs of running the NHS," Mr Fowler said.

"Overall, these increases will provide an extra £37m of income and will help us to increase total spending on the NHS in England by £600m next year," said Mr Fowler. "As far as the Family Practitioner Services are concerned, they mean that the contribution to the cost of the service will remain the same at 10.7 per cent."

The charge for each elastic stocking goes up 10p to £1.70. Existing exemption arrangements from charges will continue and are said to cover more than 70 per cent of prescriptions.

The four-monthly and annual season ticket charges will increase from £7.50 to £8.50 and from £21 to £24 respectively.

The charge for NHS lenses is to increase by 20p and £1, with the maximum charge being increased to £16.50. The arrangements under which children and

low-income families receive free or reduced-price NHS glasses are to continue.

There is to be an average increase of 9 per cent in the charges for private treatment in NHS hospitals.

Shadow health spokesman Michael Meacher said: "The rise in charges was yet another crippling blow against the sick. They have already been increased seven-fold by this Government since from a level of 20p in 1979."

The increase was twice as high as the current rate of inflation, Mr Meacher said. "We are fast approaching the point where script charges exceed the actual cost of some drugs. More and more people will be forced to forego the drugs they need."

Chairman of the Pharmaceutical Services Negotiating Committee David Sharpe has been underlining the fact that many commonly prescribed proprietary medicines for minor ailments can be bought over the pharmacy counter for a lot less than £1.60. In a *Daily Telegraph* article last week Mr Sharpe cited several examples.

A PNSC spokesman says: "PSNC has always been opposed to prescription charges and will no doubt continue to be so."

Defending the rise in prescription charges, the Prime Minister told the Commons on Tuesday, that they now represent a smaller proportion of total expenditure than they did some time ago. "This Government has an excellent record in the NHS."

"The Labour Government could not match either the cost or the numbers of patients which have been treated under this Government."

abdomen, then threw a shopping trolley at him. But when police were called they determined that the assault was more in the nature of a common assault and did not charge. The chemist later took out a private summons.

Mr Derek Attridge said the defendant had been passing the chemists when he came across the young girls in a distressed state. When he ascertained that the chemist had assaulted them, he went in to remonstrate, lost his temper because he gained no response and punched the chemist, although only once — contrary to the version of events given by the chemist.

## Glaxo writ

A writ has been issued by Glaxo against Irvings Chemist Ltd of Bradford for alleged infringement of copyright and passing off in respect of Allen & Hanburys cartons and patient leaflets for Ventolin inhalers.

## ABPI action defended

**The Association of the British Pharmaceutical Industry last year advised members not to supply the Government with lists of the differences between the contents of drugs marketed in the UK and abroad because of a matter of principle.**

The chief medicines inspector of the Department of Health, Dr Roger Baker, asked chief executives of UK drug companies 12 months ago to provide lists of differences and to say whether patients might be affected. The ABPI secretary, Mr A. Massam, then advised the executives to defer their response. He said: "It seems undesirable to establish the principle that companies located in the UK are responsible for providing the licensing authority with information about products placed on the market in other countries by their foreign affiliates."

An ABPI spokesman told C&D the onus of proving equivalence should rest with the parallel importer. The Department of Health should seek that assurance from them.

"Even if equivalence were assured, if an import has product information on it, or accompanying it, in a foreign language then it is still suspect in that it presents a potential hazard to the patient."

## Dr Tarnesby

Dr Herman Peter Tarnesby who sold prescriptions for Controlled Drugs to addicts was ordered to be struck off the Medical Register last week after being found guilty of serious professional misconduct by the Professional Conduct Committee of the General Medical Council.

He has 28 days, from March 13, to appeal against erasure and meantime remains on the Register. However, Dr Tarnesby has been prohibited from prescribing, administering and supplying and from authorising the administration of any Controlled Drug within the meaning of the Misuse of Drugs Act 1971, by the Secretary for Social Services (C&D, January 14, p49).

■ Hadlow Down Parish Council is opposing an application by doctors to dispense in Heathfield, Sussex.

Chairman Mr Tom Ryan said the main objection was that doctors would ask patients to sign a form which would preclude them from getting drugs from a chemist at any time in the future, according to a report in the *Kent & Sussex Courier*.

## MPS's assailant summoned

Twenty-year-old David Akigbogun tried to remonstrate with a chemist whom he believed had assaulted two young girls, a court has been told.

Mr Akigbogun was privately summoned and appeared before Tottenham magistrates last week, for sentence, after the court heard that the chemist had challenged the girls when he suspected they had been shoplifting.

David Akigbogun, unemployed, of Stoke Newington, was sent to serve two months youth custody. He had pleaded not guilty last month to assaulting Sunil Thakker at Cross & Herbert Chemists, 165 Park Lane, Tottenham, on August 17, 1983.

Police sergeant Roger Clarke told the court that the defendant punched Mr Thakker on the nose, kicked him in the

By Krayser

## PSNC appeals on discounts

**The Pharmaceutical Services Negotiating Committee is to appeal against the recent High Court decision (C&D February 18, p312) to uphold the right of the National Health Service to recover discounts on drugs and appliances from chemist contractors in England and Wales.**

**The decision was taken at this week's Committee meeting. No date for the hearing has been fixed yet.**

## MAFF proposals

**The Ministry of Agriculture is proposing to classify most veterinary medicinal substances, except those included in the General Sales List, as Prescription Only.**

Exemptions in the schedules will provide that licensed products may continue to be supplied without a prescription for specific uses indicated in the product licence. The proposal will not alter the status of products currently classified as PML, P or GSL.

The proposed amendments will affect the Medicines (Veterinary Drugs) (Prescription Only) Order 1983 and the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1979. Comments on the proposals should be made by April 19. Further details from Mrs K.J.A. Brown, MAFF, Tolworth Tower, Surbiton, Surrey.

## NI licences

**Misuse of Drugs (Licence Fees) (Amendment) Regulations (Northern Ireland) 1984:** The new scale comes into force from April 1. From that date the cost of licences will be:—

Fee per drug	
(a) to produce a Controlled Drug	£252
(b) to produce preparations from a Controlled Drug	£168
(c) to produce and possess a Controlled Drug (for the purpose of research only)	£84
(d) to supply Controlled Drugs	£84
(e) to possess Controlled Drugs	£42

## Withdrawal pains

I'm beginning to develop signs of classic WS (withdrawal syndrome). Square eyes, from watching the "box" day and night to get news. Elevated blood pressure, from being told the product I am about to dispense is no longer considered safe. This by friendly customers amused by my ignorance; or reporters about to stage yet another coup. And a sinking feeling akin to depression because it is we, the specialists in drugs, responsible for their distribution who are always the last to be told of official moves.

After I've had a lie down and an Avomine I think I must write a letter to my MP, the Minister for Health, the chairman of the Committee on the Safety of Medicines, and the secretaries of the PSGB, BMA and ABPI suggesting they get together over a meal and a pint of bitter to draw up a simple communication plan. Then perhaps, in future we'll be in a position to advise the public and the Press of withdrawals at the same time.

## Short 'n sweet

Anthony Peel of Huddersfield has it right? Discounts out, Everything in garden lovely? On the face of it, yes. In reality, no, because we would be back to where we started — the multiples, once more picking up a clear wholesaling margin in addition to on-cost.

If we are talking about drug manufacturers selling only through recognised wholesalers, or at wholesale price to anyone else, then we might be on firmer ground. It would also ensure wholesaler survival and maybe even regeneration, with the accent once more on service as opposed to price. With the loss of several small wholesalers behind us the reality of our plight only sank in when Sangers slipped beneath the waves.

Looking back it becomes clear yet again it was greedy manufacturers who started the rot when they decided to make an extra 5 per cent by selling to us at 10 per cent discount, instead of having to allow the wholesaler his 15 per cent. The whole system of bonusing and bunge in relation to NHS drugs is madness, for contractors paid a commission on cost. Who encourages us to cheat by accepting the illicit discount backhanders, which by implication we are not to declare? Who allows it? Who encourages it? And we are surprised and dismayed when the government catches up. Naive and absurd.

All I want — believe it or not — is to know the fixed price of the drug I buy, to accept the fair margin which my negotiators agree, and to get on with my pharmaceutical work and my own life.

Wouldn't it be nice to be able to supply items from a modest stock, to have a local wholesaler back-up, to buy what you wanted when it was needed, and to know you would get your money back plus a small profit. Dreams, sweet dreams.

## Future?

"Personal Opinion", in C&D last week sported offerings from two community pharmacists. Both seemed clear about one thing. The present free for all, free-enterprise opening of a pharmacy anywhere that looks "likely", is a disaster for those already in business and risky for those opening.

One, David Morgan of Guildford, points to a dismaying prospect of clawbacks, 50 per cent cuts in dispensing fees, smaller discounts and new pharmacies opening next to every successful business. A despairing no-hope situation. The other, Kenneth Sims of Dorset, at least has a view, where professional responsibility for the provision of a comprehensive dispensing service is shared by areas, but is seen as only part of what community pharmacy is about. But, in both cases it is recognised that individuals must draw back from utterly selfish commercial decisions, in favour of ensuring some security for our fellow practitioners.

There can be no doubt we must obtain legislation. Towards this end the NPA publicity campaign, joined, I hope by a substantial support from the Pharmaceutical Society, must work towards creating public sympathy and understanding of our position and our vulnerability. If the contract were to be given to the pharmacists individually, PSNC would become a powerful part of the equation, since the levy would bring funds for the project.

A lot of nonsense is talked about the levy, especially by those who cry about "withholding it." The beauty of the levy, lies in the fact that it is re-imburied to contractors, being the costs incurred in setting up and maintaining a negotiating body solely concerned with the NHS contract. As an intrinsic necessity to the contract the Government pays for it *in full*.

It would not be hard for PSNC to show as part of contract negotiations, that it would be to the Government's advantage to allow the profession to control future openings — and even effect changes in current siting — since it must be in any government's interests to ensure adequate distribution and good service?

# The effect of antacids on calcium metabolism

Antacids are one of the most widely used groups of prescription medicines and are generally regarded as safe. Long term use may however lead to serious metabolic disturbances unless suitable advice is given to patients. This article discusses the possible effects of antacids on calcium metabolism in the light of recent research.

## Calcium distribution in the body

Most of the body's calcium is found in the skeletal structures of the body in the form of

phosphates. About 2-3 per cent is found in the soft tissues and about 1 per cent is in extracellular fluids. The latter component may be protein-bound, otherwise complexed or in the ionic form.

To carry out its various functions other than that of providing physical support for the soft tissues of the body, the ionised calcium must be available to the appropriate tissues at controlled concentrations. When the physiological mechanisms which operate to ensure that this requirement is met fail, abnormalities in function are observed. These include disturbances in nerve and muscle function as well as erosion of the bony structures of the body.

## Calcium metabolism

Ionic calcium is, of course, in equilibrium with complexed calcium. Under normal circumstances the plasma calcium ion concentration is in the region of 1.2 mM while total plasma calcium is about 2.4 mM. Much of the complexed calcium is in the form of calcium proteinates. The mechanisms which maintain plasma calcium within the required narrow limits, even under conditions of widely fluctuating calcium intakes, are shown in Figure 1.

## Control mechanisms for calcium disposition

Plasma concentration of ionic calcium is maintained within narrow limits by physiological control of absorption, excretion and equilibrium with bound calcium.

Calcium is absorbed from the intestinal tract by passive diffusion as well as by transport activated by 1,25-dihydroxycholecalciferol (DHCC). Although some DHCC is obtained from food the major portion is derived from 7-dehydrocholesterol as a result of UV irradiation of the skin. The cholecalciferol formed is further activated to 25-hydroxycholecalciferol by the liver and finally to 1,25-dihydroxycholecalciferol (DHCC) by the kidneys (Figure

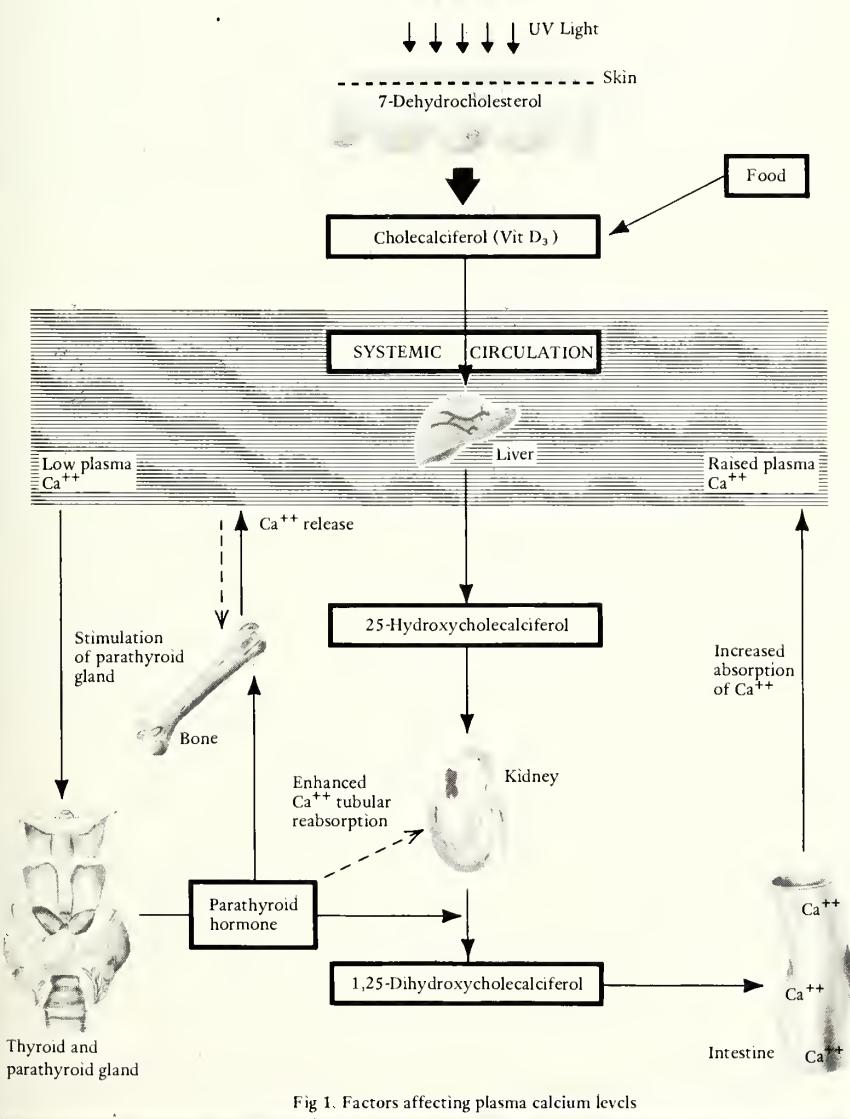


Fig 1. Factors affecting plasma calcium levels

1). This explains why 1-hydroxycholecalciferol (one alpha) is sometimes used for the treatment of disorders which require therapy with vitamin D but are not responsive to cholecalciferol.

The final hydroxylation step in the pathway leading to the formation of DHCC is mediated by the parathyroid hormone. An increase in plasma DHCC leads to an increase in intestinal absorption of calcium as a result of increased synthesis of an intestinal calcium-binding protein.

Other changes which act synergistically to increase calcium absorption include increased synthesis of ATPase and alkaline phosphatase. When plasma calcium levels increase, parathyroid hormone levels decrease through a negative feed-back mechanism thus ensuring that hypercalcaemia is not produced. Although the passive diffusion of calcium through the intestinal wall is by definition only controlled by the ambient concentration gradients, hypercalcaemia is not observed because most of the ingested calcium is normally poorly absorbable. At normal doses, over 80 per cent of orally-ingested calcium is in fact excreted in the faeces. At steady state, absorbed calcium is all excreted in the urine.

Under normal circumstances when calcium intakes are low, renal calcium reabsorption is readjusted through mechanisms operated on by among other compounds the parathyroid hormone, calcitonin, and DHCC. Other hormones such as the glucocorticoids, growth hormone, thyroid hormone and the sex hormones also affect overall calcium balance in the body by their effects on the secretion and/or action of the primary calcium homeostatic compounds.

When calcium intakes are insufficient to compensate for normal physiological losses, bone desorption takes place. Fractures therefore become more likely.

### The antacid connection

Ingestion of large doses of aluminium in the form of antacids has for a long time been known to exert adverse effects on calcium metabolism by increasing urinary excretion without compensatory increases in intestinal calcium absorption. How relevant is this to the use of antacids on an OTC basis?

A recent study gives cause for concern in that even doses of aluminium-containing antacids of less than 100ml daily were found to produce substantial calcium losses in the urine. Surprisingly, faecal calcium losses were also higher.

To account for these observations it has been suggested that oral administration of aluminium-containing antacids leads to the formation of poorly absorbable aluminium phosphate in the intestines. The phosphate is

then excreted in the faeces and a phosphorus deficiency follows.

To maintain plasma phosphorus levels, bone resorption takes place to release calcium phosphate. Plasma calcium increases beyond that required and urinary excretion of the metal therefore increases. Hypocalcaemia with its clinical sequelae are observed. These include bone pain, neuromuscular irritability and in the more severe and prolonged cases, tetany, osteomalacia and pseudofractures.

### Hypercalcaemia

Excessive plasma calcium may be as hazardous as hypocalcaemia. In this case the connection with antacids may more readily be inferred although the mechanism is still intriguing. Excessive intake of calcium ions does not by itself cause hypercalcaemia. It has to be accompanied by absorbable alkali. The alkali may be any antacid while the calcium may be in the form of either calcium-containing antacids or any calcium-rich food. Milk is of course one such source and the combination of milk with an antacid is in fact the classical cause of antacid-induced hypercalcaemia (the milk alkali syndrome).

Without concomitant alkali, increased calcium intakes can normally be dealt with by the physiological mechanisms for the control of plasma calcium levels. With excessive alkali ingestion, plasma pH increases. Calcium carbonate is particularly liable to cause such alkalosis as a result of the effects of calcium on renal tubular bicarbonate handling. The raised pH decreases renal excretion of calcium and a self perpetuating cycle for the generation of hypercalcaemia is therefore generated. Because plasma calcium concentrations feed into the cycle shown in Figure 1, any disturbance in that cycle will also influence the likelihood of hypercalcaemia developing.

### Patients at risk

It is clear from Figure 1 that patients with disturbances in renal and hepatic functions are at increased risk of suffering from the adverse effects of antacids. Patients with deficiency in parathyroid hormone will, of course, already be suffering from hypocalcaemia.

Several studies suggest that in normal individuals the increased calcium losses following ingestion of aluminium-containing antacids are only significant when the diet is low in calcium. Perhaps only those with daily intakes of less than half the average are likely to suffer. This can be a mere reflection of the increased difficulty in detecting the same changes at higher baseline levels of urinary calcium. In this case

even individuals on normal calcium intakes may be at risk of developing hypocalcaemia on prolonged ingestion of aluminium-containing antacids.

Patients who are deficient in vitamin D will also be at increased risk as are elderly patients who will already have lower bone densities as a result of the natural ageing process. Dark skinned immigrants to northern climates must of course be considered as an "at risk" group.

Calcium carbonate is clearly more likely to produce hypercalcaemia but as already indicated any antacid may lead to this problem if concomitant calcium is also taken.

### Conclusions

Antacids are often used as if they are completely safe. Current evidence suggests that under appropriate circumstances, serious adverse effects may follow their use. Hypercalcaemia and hypocalcaemia are examples. While not every purchase of an antacid will need to be accompanied by detailed advice, the long term antacid users clearly need to be more closely monitored than they normally are.

Other potential adverse effects of antacids which will need to be borne in mind when advising patients include the chelation of the tetracyclines by divalent and trivalent metal ions and altered pharmacokinetics of drugs as a result of altered gastric emptying or altered urinary pH.

■ This is one of a series of "pull out and keep" articles on OTC topics by Dr Alain Li Wan Po, department of pharmacy, Aston University.

# INTRODUCING CUSSONS PEARL BEAUTY SOAP. A NEW TREASURE IS ON ITS WAY.



Cussons  
Pearl  
For those precious moments  
in the bath

## And that's no soft soap.

New Cussons Pearl is a firm, long-lasting beauty soap with a rich, silky lather and a light, subtle fragrance.

But the real beauty of it is that it's backed by a £2.4 million campaign. That includes £1.5 million for TV in our launch year as well as colour magazine advertising in May and June.

featuring our prize draw for a unique pearl necklace designed exclusively for us by Cartier.

So with that kind of backing you can see why we're confident Cussons Pearl is going to be a real treasure. And, with our track record, that's no soft soap.



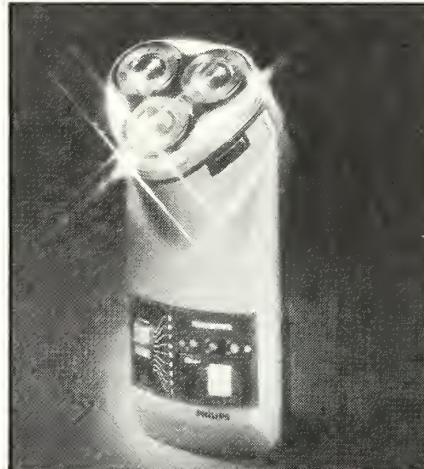
## More in store for the 80's.

## Philips unveil a host of lines

Star attraction of products being launched by Philips is the new range of Philishave double action shavers.

Five in all, the electronic shavers have an improved "lift and cut" system to give a closer shave, pop-up trimmer to make sideburn and moustache trimming easier and removable heads for easy cleaning. Motors are said to be quieter and more compact.

Three of the shavers, already on sale in the USA and on the continent, are rechargeable while the remaining two run from the mains. Both mains shavers have automatic voltage selectors. The rechargeable shavers are now using LEDs which, on the de luxe model, keep the user informed on the amount of power remaining. Prices range from £33.95 for the HP160S mains shaver to £49.95 for the HP 1328 rechargeable shaver.



Top of the Philishave double action electronic range is the HP1328 rechargeable shaver (£49.95). The front panel displays the nine position comfort control.

A new Ladyshave (£7.95) which is introduced as the "16," comes in a red livery and runs on two penlight batteries.

A range of hairdryers is the second major launch — comprising the Crown 550 (£5.99) single heat dryer, Lady 1000 (£7.99) two-heat dryer, the Royal 1200 (£9.99) a dual-voltage two-heat dryer with pouch and a new version of the Melody 1000 (£8.99). Each has a detachable styling nozzle. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*

## Keep fit with Slimcea

Fitness fanatics will approve of the latest national promotion from Slimcea. They are offering a 40-minute aerobics cassette tape featuring Lizzie Webb, the keep fit expert of TV-am.

The tape will be offered through a £200,000 radio advertising campaign, breaking March 19 on London's Capital Radio. The two 30-second commercials will then run nationally from April 23 for three weeks.

The promotion will also be supported by advertisements in the *TV Times* in April and May. A copy of the tape will be available for £1.90 together with two proofs of purchase from any Slimcea product. POS material including shelf talkers and information leaflets will detail the promotion. *Chemist Brokers Ltd, Milburn, Copse Lane, Esher, Surrey KT10 9EP.*

# YOU'RE GETTING WARMER

**Finding a proven reliable product to satisfy all your customer needs is no problem when you stock Mandelle Hot Water Bottles. Made in the UK, available in a wide variety of type and colour and meeting the latest 1970-1984 British Standards Approval guarantees Mandelle a warm reception by customers and more sales success for you!**



**EXCLUSIVE TO  
JACKEL**

**and that's not all folks  
NEW AND ATTRACTIVE!**  
An attractive range of shaped cartoon character bottles to bring fun to the bedroom. Featuring:  
• BUGS BUNNY  
• SYLVESTER/TWEETY PIE  
• THE PINK PANTHER

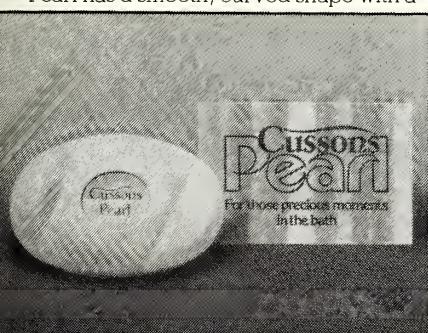
Jackel Salesmen will be calling on existing customers. Enquiries are welcome from new customers to Jackel International (UK) Ltd., Kitty Brewster Estate, Blyth, NE24 4RG. Telephone 0670 366771 Telex 537805.

## What a gem — Cussons launch a Pearl

Cussons are set to directly challenge Procter & Gamble and Lever Brothers in the £89m toilet soap market with the introduction of Cussons Pearl. They intend to back the launch with more than £2m.

The new soap (142gm, £0.34½) will be aimed at the female beauty sector and, as such, will compete with market leaders Camay and Lux. Sales of their own Imperial Leather, which is aimed at the family luxury sector, should not be affected, says the company.

Pearl has a smooth, curved shape with a



concave base to aid draining. It is available in white and individually boxed in a pearly-white iridescent carton.

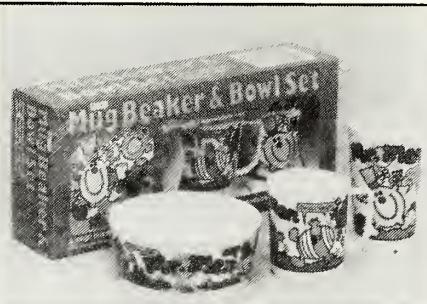
National television advertising to back the launch begins at Easter — with a £1.5m airtime spend during the brand's first 12 months.

To supplement the TV campaign advertisements will be placed in the women's Press during May and June. These will contain the promotion: "Win an exclusive £5,000 Cartier pearl necklace" with oyster shell-shaped soap dishes for the runners-up. Closing date for the competition will be July 31. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

## Designer scents

Pascal Morabito is launching a "luxury" fragrance range for men and women. The women's range — Or Noir — comprises flowered woodland scents and comes in bottles gilded with 24-carat gold. Prices range from £55-£115.

For Men — Or Black — is an oriental fragrance presented in silver-gilt bottles available only as an 100ml eau de toilette (£70). Distributors are *Andmaw Enterprises Ltd, 89 Newlands Crescent, East Grinstead RH19 1LG.*



Children's tableware to make mealtimes more fun has been introduced by Bluebird Toys. Seven mug, beaker and bowl sets, all scratch and stain resistant, will feature many current cartoon and puppet characters. All are available in window boxed presentation sets (£4.99). *Bluebird Toys Ltd, Cheney Manor Industrial Estate, Swindon SN2 2PL.*

## Agfa take on Perutz film

Agfa have taken over the distribution, marketing and processing of Perutz film which will only be available in factory cutters.

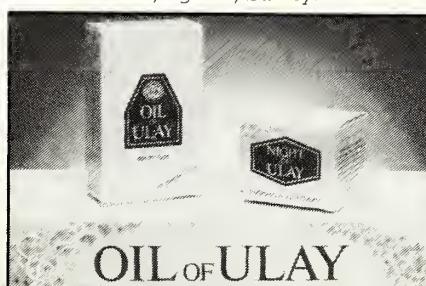
There will be no advertising or promotional campaigns, say Agfa, who see the film as, for instance, a cheaper alternative for retailers giving away free film. The company quote basic trade prices only for the films, on which quantity discounts are available according to the number of factory cutters purchased.

The films are Perucolor 100 negative film: 135-24 £1.20 each (trade in cutters of 250); 135-36 £1.60 (250s); 110-24 £1.20 (500s) and 126-24 £1.20 (250s). Peruchrome C19 slide film, 135-36 £4.43 (250s); Peruchrome 40 super 8 £4.23 (200s) and super 8 sound £5.55 (200s). The Peruchrome films are process paid through the Peruchrome Service, Box 595, London SW19 3UJ.

Minimum orders through Agfa for their own film are £200 net. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex.*

## Floral packs for Ulay

Oil of Ulay and Night of Ulay are to get a Springtime boost with the introduction of floral packs and Mother's Day shelf strips. The new packs are for the 75ml and 125ml sizes of Oil of Ulay and the 50ml Night of Ulay. *Richardson Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey.*



OIL OF ULAY

## Activity from Grangewood

Grangewood have added a bronchial cough tablet to their licensed range of herbal medicines. The new tablets (£1.60) contain grindelia, lobelia, ipecacuanha, liquorice and gentian, and are for the relief of irritating symptoms associated with bronchitis and chest coughs.

Grangewood tranquilliser and insomnia tablets are currently being supported with advertising in the *Sun* and *Daily Mirror*, as well as in *Here's Health*, *Woman's Weekly*, *Woman* and *TV Times*. The campaign will run until the end of the year as part of a £1.4m total spend by English Grains on this and other brands, such as Red Kooga ginseng.

The company will be supporting the range in-store with merchandisers, showcards, window stickers and leaflets and special trade deals now available on inquiry. *English Grains Ltd, Swains Park, Park Road, Overseal, Burton-on-Trent.*

## Kids welcome!

Peaudouce are sponsoring a new paperback book called the "Peaudouce Family Welcome Guide" which describes over 400 UK pubs, hotels and restaurants that make an effort to cater for parents with young children. The book is to be published by Sphere Books on March 22, retailing at £2.95. *Peaudouce (UK) Ltd, Lockfield Avenue, Enfield, Middlesex.*

## ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	Cl Channel Is
Bt Breakfast Television		C4 Channel 4

Anadin:	U,Lc
Cafe Hag:	Ln,M,Y,Sc,WW,A
Cidal soap:	Bt,C4
Cosifits:	All areas
Hermesetas Gold:	All areas,Bt,C4
Johnsons baby powder & cotton buds:	All areas
Lady Grecian 2000:	M,Lc,Y,NE
Old Spice:	Lc
Oral B Zendium:	Ln,M,Lc,So,NE,A,Bt,C4
Pond's creams:	Bt
Sanatogen:	All areas
Sensodyne toothpaste:	All areas
Silkience:	All areas
Simple soap & skincare:	Bt
Stylite mousse:	C4
Vaseline intensive care:	Bt

Six million? We know from Doctors that there are at least two million sufferers but for everyone who sees their G.P. there must be two who don't.

They try to cope as best they can with what they can find.

Now Robinsons of Chesterfield help solve their problem with their new range of

incontinence products, called Inco Care, recommended by hospitals and health care teams and packaged for easy recognition but minimum embarrassment.

So, in stocking Robinsons' new Inco Care range you will provide yourself with a source of regular customers and help for six million incontinence sufferers.

# This is what 6m incontinence sufferers haven't been asking for.

Robinsons of Chesterfield



**INCO CARE**

AVOID THE DANGER OF SUICIDATION PLEASE KEEP THIS PLASTIC BAG OUT OF REACH OF BABIES AND CHILDREN

**INCO CARE**

20 Absorbent insert pads for use with Inco Care Ventilated Pan

**INCO CARE**

3 pairs of Ventilated for use with Inco Care absorbent in CHILD SIZE-to fit hips up to 30"

**INCO CARE**

1 pair of Waterproof Pants for use with Inco Care Absorbent Roll

**INCO CARE**

Extra thick Bed Pads (INCOPLUS)

With additional absorbent layers together with a layer of cotton wool for extra absorbency and comfort (Conforms to Scottish Home & Health Dept. specification)

1 Dozen 60cm x 40cm

**INCO CARE**

TEN Disposable, a incontinence 60cm x 4 (23½ ins x 16 ins)

**INCO CARE**

Absorbent Roll

Robinsons of Chesterfield

## Radio ad to be linked with pollen count

With two million diagnosed hay fever sufferers, for whom some three million drug items are prescribed annually, Pharmax are to support Haymine with radio advertising. The national campaign will remind suffers they can buy Haymine over the counter at their local pharmacy. A pre-packed dispenser unit is available holding 10×30 tablet packs and 20×10 tablet packs together with leaflets on "learning to live with hay fever."

Says Richard Hart of Pharmax Healthcare Co, "Last year's late start, due to



Haymine hits the airwaves

the long, wet Spring, was totally recouped by the year end. However it alerted us to the need for greater adaptability and a quick turn around when the rush finally comes. Linking our advertising to the pollen count will help achieve this end."

Haymine has a sustained release process which allows a controlled amount of the anti-histamine chlorpheniramine maleate to be released in tandem with ephedrine, which helps to counteract much of the drowsiness caused by the anti-histamine, and also acts as a decongestant. Pre-season offers are available from Chemist Brokers, 3 Copse Lane, Esher, Surrey KT10 9EP.



## Highlights from Henna gel

Colour setting gel is a new product from Henara to give highlights that will wash out with the next shampoo. The gel (60g tube, £1.25; trade selfasta unit of one dozen, £8.76 excl VAT) contains henna and vegetable protein to help protect the hair from heat damage. Advertising in the national Press will back the launch. Special introductory prices are available from Henna Hair Health, Classic House, 174 Old Street, London EC1.

## Forms joins mousse race

This month the haircare market sees the launch of yet another mousse styling product. Forms is the offering from Vitapointe, designed for fine or dry hair. The product (175ml, £1.95), containing jojoba, comes in a pink, white and brown aerosol can, giving at least 30 applications, say Ashe Laboratories, Ashetree Works, Kingston Road, Leatherhead, Surrey.

## Relax with Radox on TV

"The secret of relaxation — Radox." That's the message of a national television campaign for Radox bath sales and herbal bath. The campaign begins April 7 and lasts for one month. It will re-inforce the "20 per cent extra free" promotion. Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks.

## More for your money

Extra content across the Supersoft range is the Spring promotion from Reckitts. Shampoos and conditioners in the large size will carry 25 per cent extra, while hairsprays will carry 20 per cent more in standard and medium sizes. Reckitt Toiletry Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.

## Swarfega kit

Deb have introduced a waterless Swarfega road side pack in a tube (£0.99). It comes in a flat wallet with three large, absorbent towels. Deb Ltd, Spencer Road, Belper, Derby DE5 1JX.

Mixed display units containing eight Grecian lotions, two Grecian creams and two Lady Grecian, are to be available at special discounts from Nicholas Laboratories.

Simultaneously a new television advertising campaign begins this week in the Central, Yorks, Tyne Tees and Granada regions, running for five weeks. The commercial will demonstrate the "no mess . . . ease of application . . . no roots problems" of the dye. Distributors are Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks.



# Methanol

## James Burrough plc

Fine Alcohols Division 60 Montford Place London SE11 5DF Tel: 01-735 8131

Also to AR specification.

RENAULT 18 TS · £5,450 · 5-SPEED GEARBOX · 1647 CC, 96 BHP  
RESERVED PARKING SPACE AND KEY TO



For full details or a test drive contact

Price, correct at time of going to press, includes 15%VAT, Car Tax and front seat belts. Number plates and delivery extra. t Manufacturer's figure. \*Government t

• 111<sup>†</sup> MPH TOP SPEED • 50.4 MPG AT 56 MPH\* (STANDARD)  
EXECUTIVE LOO (ENTIRELY OPTIONAL).

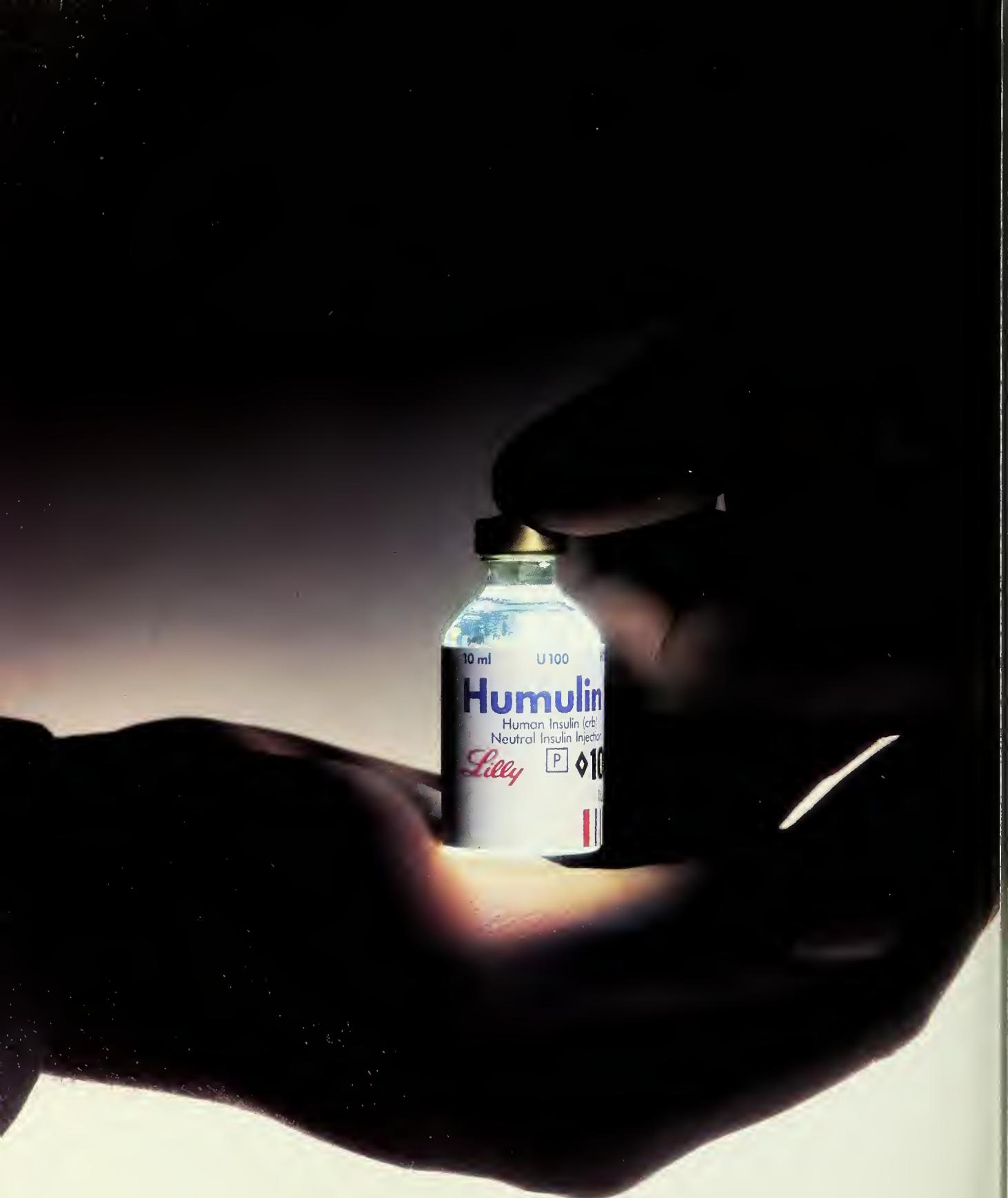


RESERVED

**RENAULT**  
**Fleet**

**Renault Fleet, (01-992 3481).**

urban cycle: 28.2 mpg (10.0 L/100 km). 56 mph: 50.4 mpg (5.6 L/100 km). 75 mph: 37.7 mpg (7.5 L/100 km). Renault recommend elf lubricants.



## The cost of living has never looked so good.

Human insulin has always been seen as an outstandingly pure,<sup>1</sup> less immunogenic form of insulin<sup>2</sup> than that which comes from the pancreas of pigs and cattle.

It has, however, been seen as expensive.

In fact, Humulin costs less than

the most widely prescribed porcine insulins.

The price? Just £6.44 for 100 i.u. You see, Humulin uses genetic engineering and the techniques of recombinant DNA technology as the method of manufacture.

Which means it's entirely

independent of pork and beef prices.

Thus, it can be produced economically, and in large quantities, for years to come.

# Humulin

Human Insulin (crb)

THE HUMAN WAY TO TREAT DIABETES

# Humulin

Human Insulin (crb)

'HUMULIN'S ▼ 'HUMULIN' I ▼

'HUMULIN' Zn ▼ Human insulin (crb)

**Presentation:** Humulin S: A

sterile, aqueous solution of human

insulin (crb), 40, 80 and 100

IU/ml. Humulin I: A sterile

suspension of isophane human

insulin (crb), 40, 80 and 100

IU/ml. Humulin Zn: A sterile

suspension of crystalline human

insulin (crb), 100 IU/ml. **Uses:** For

the treatment of insulin-

dependent diabetics.

**Dosage and Administration:** The

dosage should be determined by

the physician, according to the

requirements of the patient.

Humulin S may be administered

by subcutaneous, intramuscular or

intravenous injection. Humulin I

and Humulin Zn should be

administered by subcutaneous or

intramuscular injection only.

Humulin S may be administered in

combination with Humulin I or

Humulin Zn as required. Humulin I

and Zn: Rotate vial in palm of

hands before use to re-suspend.

**Mixing of insulins:** The

shorter-acting insulin should be

drawn into the syringe first, to

prevent contamination of the vial

by the longer-acting preparation. It

is advisable to inject immediately

after mixing. **Contra-indications,**

**Warnings, etc. Contra-indications:**

Hypoglycaemia. Under no

circumstances should Humulin I

or Humulin Zn be given

intravenously. **Precautions:** Usage

in pregnancy: Insulin

requirements usually fall during

the first trimester and increase

during the second and third

trimesters. **Transferring from other**

**insulins:** A small number of

patients transferring from insulins

of animal origin may require a

reduced dosage, especially if they

are very tightly controlled and

bordering on hypoglycaemia. The

risk of hypoglycaemia can be

considered minimal if the daily

dosage is less than 40 IU.

Insulin-resistant patients

receiving more than 100 IU daily

should be referred to hospital for

transfer. **Side effects:**

Lipodystrophy, insulin resistance

and hyper-sensitivity have rarely

been reported. **Legal Category:** P

**Package Quantities:** 10ml glass

vials in packs of 5. **Price:** Humulin

S: 40 IU/ml £2.70, 80 IU/ml

£5.40, 100 IU/ml £6.44.

Humulin I: 40 IU/ml £2.70, 80

IU/ml £5.40, 100 IU/ml £6.44.

Humulin Zn: 100 IU/ml £6.44.

**Product Licence Numbers:**

Humulin S: 40 IU/ml 0006/0163

Humulin S: 80 IU/ml 0006/0164

Humulin S: 100 IU/ml 0006/0165

Humulin I: 40 IU/ml 0006/0166

Humulin I: 80 IU/ml 0006/0167

Humulin I: 100 IU/ml 0006/0168

Humulin Zn: 100 IU/ml 0006/0179.

Date of preparation: December

1983. **Full Prescribing Information**

**Available From:** Eli Lilly and

Company Limited, Kingsclere

Road, Basingstoke, Hampshire,

RG21 2XA. Or from: Eli Lilly and

Company Limited, 5 Percy Place,

Dublin 4. Telephone: 680 179.

'HUMULIN' is a trade mark.

HU69 Dec '83

1. Johnson I.S., Diabetes Care

1982, Vol. 5, Suppl. 2, 4-12.

2. Fineberg, S.E. et al (Indianapolis),

Diabetes May 1983, 32, Suppl. 1, 3A.



# COUNTERPOINTS

## Gibbs: haircare gets revamp

Pin Up home perm is to be re-launched to attract more younger users. The new formulation includes an improved waving lotion giving long lasting curls, and leaving the hair in good condition, says the company.

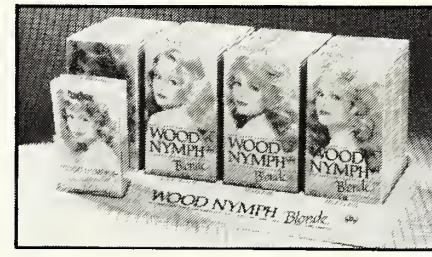
To encourage trial an in-pack styling and perming leaflet will be available with the Pin Up full head size. A set of up to 40



perming curlers will be sent free to users completing a coupon in the leaflet. The leaflet also introduces "Freephone Styleline" — hair stylists in the Elida salon will be available by telephone to answer consumer enquiries on perms between 12 noon and 4.30pm, Monday to Friday.

Advertisements featuring the special promotional pack will back the re-launch to the tune of £100,000 running in the women's Press through to May.

A second re-launch from Elida concerns



Wood Nymph. The hair lightener is to have a pack up-date — a creamy background which will feature a different girl for each shade. The conditioner, now containing camomile, is richer while a perfume has been added to the toners. Women's Press advertising worth £150,000 will begin in May and will carry a £1 refund offer which can be claimed by sending off the advertisement coupon and a carton top.

A counter display unit holds three packs of each shade, and a leaflet dispenser featuring the leaflet — "Going blonde the easy way," which includes an offer of a free make-up crayon available until March 31, 1985. Elida Gibbs, 43 Portman Square, London W1A 1DY.



Six British artists, commissioned to paint pictures reflecting the "beauty and quality" of the Chelsea Flowers toiletries range are behind the May packaging update.

Each painting will be reproduced on-pack and during May the artists will travel around Britain visiting stores and autographing the packs. Norton Of London Ltd, 155 Merton Road, London SW1 5EG.

## US shampoos book

The "Encyclopedia of Shampoo Ingredients" by Anthony Hunting, a cosmetic chemist, is available from the Micelle Press.

The book (£54) consists of 480 pages in two main sections — the first giving ingredients and prices of over 400 American shampoos and the second giving technical information on ingredients, such as their safety and physical properties. American manufacturers and suppliers of ingredients are also listed. Micelle Press, 28 Pound Place, Eltham, London SE9 5DN.

## Mother's Day drive...

All women giving birth on Mother's Day will be eligible to a free baby change bag worth £9.95 from Peaudouce. All they need do is apply direct, enclosing a copy of the baby's birth certificate.

The promotion will be backed by an £80,000 advertising campaign, breaking April 2 in the Sun, Daily Mail and TV Times, plus radio commercials on all local stations. Peaudouce (UK) Ltd, Lockfield Avenue, Brimsdown, Enfield, Middx.

## ...at POS

Showcards, shelf-edgers and matching gift tags are to highlight Badedas as the "ideal Mother's Day gift." These will be available from Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middx TW8 9BD.

## UK launch for insulin devices

Rand Rocket are introducing into the UK two insulin injection devices developed in the US. Both are designed for diabetics who need several injections daily.

The disposable button infuser (£2.92 trade) is a small, button-shaped plastic object with a needle which is inserted into the skin and left for two or three days. The patient injects insulin as necessary into the needle target which has a re-sealable cap. In this way the number of skin punctures can be reduced from 12 or more every two or three days to only one.

The device is secured by an adhesive pad in any easily accessible position and need not be removed for sleeping, showering or sporting activities.

The Markwell pen pump infuser (£29.40 trade) consists of a modified 3ml syringe

with a fountain-pen-like cap which is attached to a suitable part of the clothing. A catheter runs from the syringe to a needle which is inserted into the skin of the abdomen or thigh for three or four days. The catheter and needle are held in place by hypo-allergenic tape.

Insulin, stored in the pen pump, is delivered by turning a dosing knob at one end which clicks so that the patient can note each application. Up to 16 injections can be given with just one insertion of the needle. The device weighs 1.3oz.

Rand Rocket say that experience in America suggests that multiple daily injections given by the pen pump can be as effective for brittle diabetics as subcutaneous insulin infusion. The devices are not available on NHS prescription.

Rand Rocket are offering blind and partially-sighted diabetics a simple plastic gauge to help them self administer accurate doses of insulin. Available free, the gauge is designed for use with the Abcare disposable plastic U100 syringe. The gauge is trimmed



The button infuser reduces the number of skin punctures to one over a period of two to three days.

at the correct dose by a sighted person, enabling the blind patient to measure, by touch, the appropriate amount of insulin into the syringe. *Rand Rocket Ltd, Sharps Way, Hitchin, Herts SG4 0JA.*

## They've come in with the same symptom

### **SUDAFED - cough and congestion relief without Antihistamine**



Your customer may well have a temperature, not to mention a throbbing head. And what he thought was a heavy cold could be the first signs of flu. Sudafed-Co Tablets will provide fast relief without causing drowsiness.



One look at the poor man's nose and you'll see he's completely bunged up.

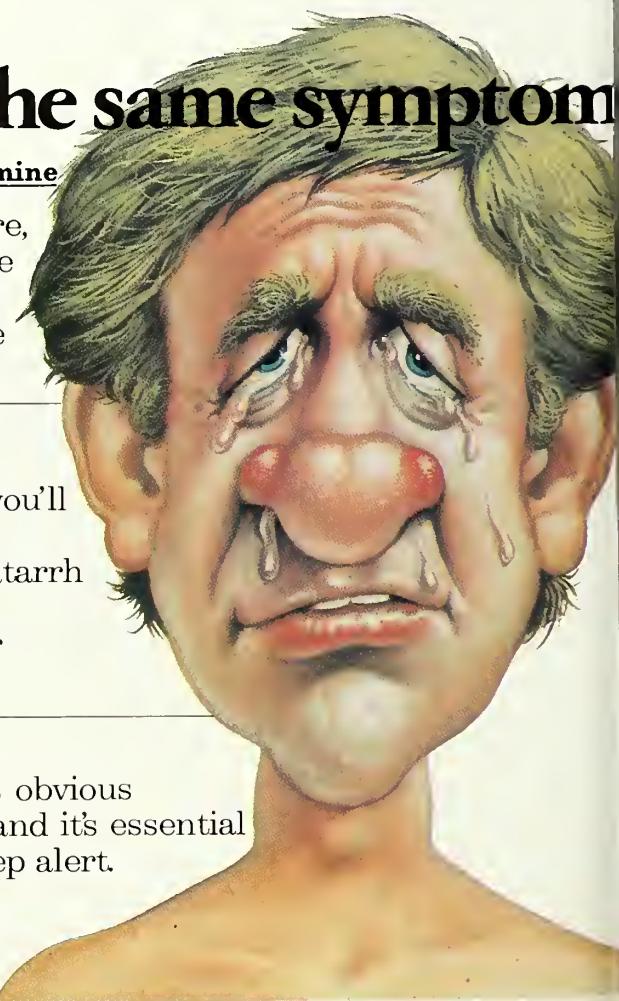
He could well be suffering from catarrh and congestion.

What he needs is Sudafed Elixir or Tablets.



The customer is a busy businessman, his obvious discomfort is caused by a productive cough and it's essential he has a treatment that will allow him to keep alert.

So you should be recommending Sudafed Expectorant.



# COUNTERPOINTS

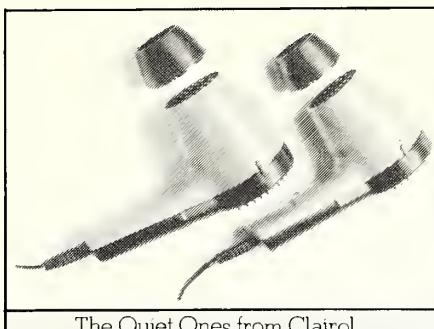
## All quiet: thanks to Clairol

Three years of research and development at Clairol have resulted in two hairdryers that give "more power, more quietly."

The Clairol 1250 (£10.95) features two heat and speed settings, retractable hang-up hook, styling nozzle and anti-skid bumpers which stop the dryer sliding off shiny surfaces.

The second product — the 1400 — is styled in red with four settings giving dual heat and air control (£12.95). It has the same design features as the 1250. Packaging is in carrier bag style cartons.

The launch will be backed by an advertising campaign (not yet finalised) and a competition for stockists — giving them the chance to win a Saab Turbo. *Clairol Appliances, The Avenue, Egham, Surrey TW20 9AB*



The Quiet Ones from Clairol

## Numark in April

For April Numark are running a Family Favourites consumer competition with £8,000 in prizes for consumers and £5,200 for chemists supplying the winning forms.

To enter the customer has to pair off TV personalities with programmes and complete a tie breaker. Incentives on Gillette shaving products include a Braun wall clock and entry into a free draw.

On promotion from April 7-21 are Paddi Cosifits, Polytint, Polycolor and Poly Hi-lights, Savlon liquid, Alberto Balsam conditioner and shampoo, Supersoft hairspray, Nivea creme and lotion, Sure anti-perspirant aerosol, Right Guard

aerosol, Palmolive rapid shave, Elastoplast, Silvikrin Headlines dandruff shampoo, GII and Contour cartridges, Pin Up, Dextrosol, Pears shampoo, Andrex, Ponds creams, Blue II disposable, Foamy and Odor Eaters. There will be national Press and TV support in Ulster.

Medijel gel and pastilles, Codis, Solmin, Kwells, Feminax, Angiers junior aspirin, Savlon antiseptic cream, Aspro Clear and Rennie are the RPM specials. *ICML, Boreham Road, Warminster, Wilts.*

## More Mandelle

The Mandelle range of hot water bottles is to be extended. Two new uncovered products are the 2l double-ribbed bottle and a 2.4l ribbed, handled bottle. Three covered bottles are also to be introduced — a floral cotton cover with elasticated neck, a furry fabric cover and the Junior selection with Woofits transfers. Prices are £1.75 — £5.50. *Jacket & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

# Should they leave with the same treatment?

### ACTIFED — cough and congestion relief with Antihistamine

If his eyes are streaming, the chances are it's caused by an allergy such as hayfever.

Actifed Syrup or Tablets should be recommended, and also for congestion in colds and flu.



If he can't manage a full sentence it's because his dry tickly cough is getting the better of him.

In this case, Actifed Compound Linctus — (which now contains the effective antitussive dextromethorphan) should be your first choice.



This time your customer is suffering from a wet chesty cough. For fast relief you should counter-prescribe the tried and trusted Actifed Expectorant.

Wellcome Consumer Division, The Wellcome Foundation Limited, Crewe, Cheshire.



# Sebamed Cleanser. Your answers for customers with sensitive skins.

**Q** My face always felt tight and dry after washing with soap. Would Sebamed make any difference?

**A** Naturally. Repeated use of soap robs your skin of its natural moisture-retaining substances. Sebamed has no soap and no alkali, so your face will be left soft and supple after washing.

**Q** No matter how often I bathe I still seem to have a body odour problem. Could Sebamed help?

**A** It could. You see, many soaps, even though they smell nice when you use them, may be too strong for your skin's delicate biological layer. Soap can harm this layer leaving the skin open to attack from odour-producing bacteria. Sebamed is a natural deodorant. It doesn't remove the layer. But it does directly inhibit the growth of odour-causing bacteria. Give it a try!

**Q** Is Sebamed affected by hardwater or water softeners?

**A** No. Water conditions may well affect soaps, but not Sebamed because it is soap-free. In fact, it may also please you to know that Sebamed leaves no scum or ring in the basin or bath!



## sebamed®

The balanced answer  
to sensitive skin

A.H. Robins Co. Ltd., Langhurstwood Road  
Langhurst, Horsham, W. Sussex.

## COUNTERPOINTS

### Good news and modest hopes

The best year since 1975 is how the latest *Silver Book* describes the cosmetic and toiletries market in the 12 month period to June 1983. Sales rose by 11 per cent to £718.5m — a 6.3 per cent real-term increase when inflation is taken into account.

While the period started with the familiar real-term decline the report notes that liveliness in purchasing, reflecting consumer sales, quickly developed with "bouyancy continuing into the July-September quarter."

In the period reviewed a return in confidence led to the percentage of personal disposable income tucked safely away as savings to drop by 3 per cent to 9 per cent, while at the same time there was a 3 per cent improvement in "real" spending.

As for retail sales all goods at current prices were 9 per cent higher than the corresponding year-ago period (4.8 per cent at constant prices). Looking back five years to 1979 the report finds that by June 1983 current prices "were only marginally better than in the previous 12-month period." With inflation substantially down the report is able to record that "at constant prices it was the best year for retailers since 1979" when there was an 8.8 per cent increase.

Of the eight categories under review five registered real growth (skincare +14.2 per cent, men's products +12.9 per cent, dental products +2.4 per cent, hair preparations +9.4 per cent and deodorants +3.6 per cent). Make-up, fragrances and depilatories recorded losses of -1.1 per cent, -7.5 per cent and -9.2 per cent respectively.

Compared with five years ago trade demand has risen by 39 per cent but if revalued at 1979 prices to eliminate inflation this demand was still 10 per cent below the 1979 level. Overall only three of the categories — deodorants, depilatories and skincare — put on growth in the period. Happily the report finds however that all the remaining categories are "clawing their way back to 1979 levels" although fragrances are bringing up the rear.

Advertising budgets were up by one-third on the year-ago period to stand at £109.4m. This represents a 15.2 per cent advertising/sales ratio — 20.6 per cent up on the year-ago period. When price increases are taken into account this is a 5.6 per cent increase.

For the future the report predicts a modest one per cent growth in real terms

for 1984 although stock building could add another 2 per cent to this. Such a forecast is based on the assumptions that unemployment is likely to remain circa 3 million and inflation at around six per cent while modest stockbuilding gets underway and incomes rise marginally faster than in 1983. *Silver Book. A review of the cosmetic and toiletry preparations market, (June 1983). John Hogston Associates Ltd, 23 Golden Square, London W1.*

### Kleenex alter wildlife packs

Kleenex are introducing six new pack designs into their range of wildlife tissues. They will continue to feature some of the world's most endangered animals.

The packs will continue to reflect the habitat of the animals featured — with penguins and a sea otter replacing the polar



bear and seals on the light blue oceans pack, a hippopotamus and lion replacing the zebra and elephant on the savannah pack and a macaw and orang-utan taking over the green jungle pack from the gorilla and jaguar.

An on-pack promotion will support the new design. A set of three pop-up cards featuring the animals and providing information on their habitat will be offered in return for £0.50 and three pack tops. Kimberly-Clark will continue to donate £0.02 to the World Wildlife Fund for every pack sold. *Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent.*

### On your bike!

Ever Ready, in conjunction with Malboro Cycles, are to field a new professional cycling team. It will be managed by Mick Bennett, the double-Olympic medallist who is now retired from racing, and will contest the televised city centre cycling races. *Ever Ready (GB) Ltd, Berec House, 1255 High Road, Whetstone, London N20 0EJ.*

# TRAVEL WASH BRINGS DETERGENTS DOWN TO SIZE.



## AND UP TO 56.7% IN PROFIT.

Travel Wash means big incremental sales in the booming travel and leisure markets.

Rapid growth, high profits and now—big support from an advertising campaign reaching over 2 million holidaymakers.

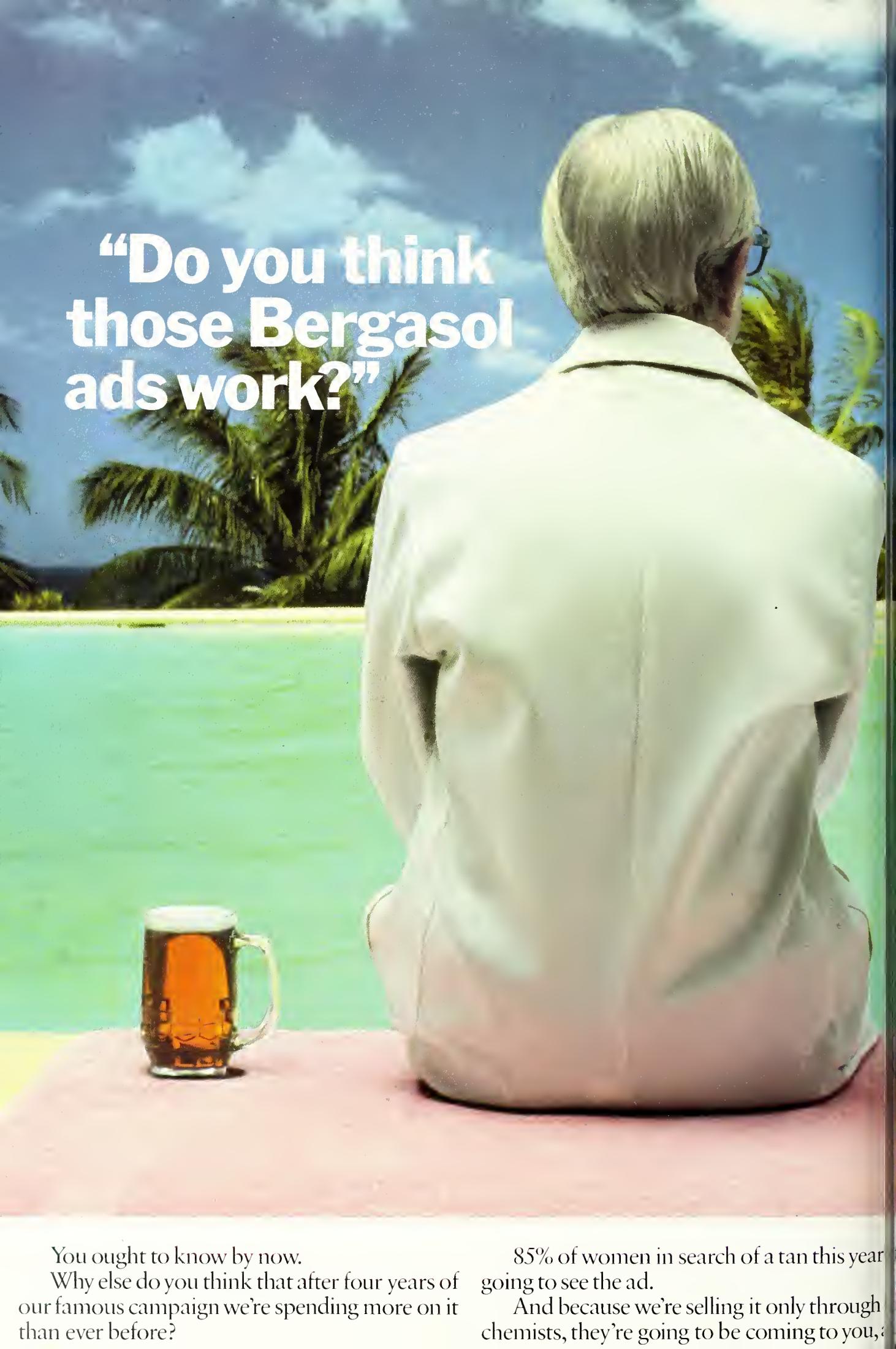
Travel Wash is a concentrated detergent which works equally well on natural and synthetic fibres and in hot water, cold water—even sea water!

An indispensable item on holidays, business trips, camping and sailing, or whenever hand washing is necessary.

Available in a handy 100ml tube which does about 20 hand-basin washes and in new single wash sachets.

Speak to your Dylon Representative or ring, 01-650 4801 and place your order today.

100ml tube—rrp 89p. Sachet—rrp 19p.



**"Do you think  
those Bergasol  
ads work?"**



You ought to know by now.

Why else do you think that after four years of our famous campaign we're spending more on it than ever before?

85% of women in search of a tan this year going to see the ad.

And because we're selling it only through chemists, they're going to be coming to you,



"Don't you?"

body else, for their Bergasol.  
As always, you can return whatever you haven't  
so you won't get left with any stocks.  
Not that that's ever been a problem in the past.

**bergasol**  
It makes you get rich quick.



An important announcement on head louse eradication

# The EFFECTIVE alternative to lotions

\* Suleo-C shampoo contains carbaryl - the only human insecticide without a single reported case of louse resistance

\* Suleo-C shampoo is an effective pleasant-to-use alternative when lotions are not tolerated

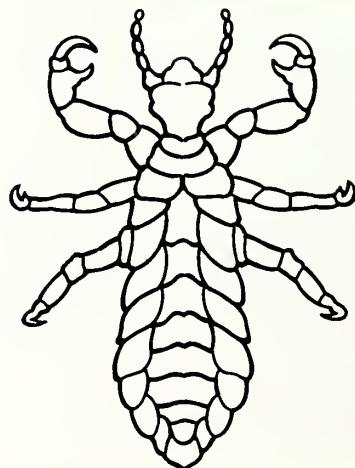
Carbaryl is a potent insecticide. You can help to retain its efficacy by -

- ensuring that users read the instructions inside every pack, since incorrect use of insecticides may encourage resistant strains
- storing Suleo-C shampoo away from heat



# SULEO-C shampoo

with carbaryl 0.5% w/w



## Pleasant to use for all the family

## Phenylbutazone withdrawals

**Geigy have sent a letter to all retail pharmacists asking them to return all forms of Butazolidin, Butacote, Butazolidin-Alka and Parazolidin to wholesalers by March 31.**

Pharmacists should indicate the products they are returning on the form enclosed with the letter. Credit will not be allowed on expired stock. Part-packs must be marked on the label to indicate the number of tablets remaining to the nearest half-pack.

Pharmacists can also take the opportunity to return unused stocks of Tandalgesic for which they will be reimbursed.

A separate letter is being sent to hospital pharmacists. Butazoliden and Butacote remain available by direct order only.

**Six generic manufacturers** have agreed to co-ordinate their activities on withdrawing phenylbutazone following the Minister's statement last week.

They advise that:

1. Pharmacists holding stocks of phenylbutazone 100mg and 200mg tablets on April 1 should withdraw these packs from their dispensary shelves and either:
  - (a) advise the manufacturer of the number of packs being held for collection, or
  - (b) advise the wholesaler who supplied the products of the number of packs being held for collection.
2. The manufacturer or wholesaler will credit the pharmacist, within their normal terms and conditions of sale, for the unopened packs that are returned. Opened packs and packs purchased outside the normal terms and condition of sale will be accepted for disposal only.

The companies concerned are:

Approved Prescription Services Ltd: Cleckheaton (0274) 876776

A.H. Cox Ltd: Barnstaple (0271) 75001  
C.P. Pharmaceuticals Ltd: contact your C.P. wholesaler

Evans Medical Ltd: contact your Evans wholesaler

Thomas Kerfoot Ltd: Ashton-under-Lyne 061-330 4531

Regent Laboratories Ltd: London 01-965 3637

## Methrazone withdrawn

another anti-arthritis drug under investigation by the Committee on Safety of Medicines is being withdrawn by its manufacturers.

Methrazone (feprazone), from WB Pharmaceuticals, is being withdrawn on March 30. Any stocks being held by pharmacies after that date may be returned to wholesalers for credit up to June 1.

In a statement the company says: "While we are satisfied that Methrazone continues to meet current standards, the CSM has now expressed concern over its risk/benefit ratio. As the cost of generating additional data to satisfy the CSM's requirements would be prohibitively expensive in relation to the small usage of the product, we have decided to discontinue sale in the UK." *WB Pharmaceuticals, PO Box 23, Bracknell, Berks RG12 4YS.*

particles easily and effectively in asthmatic patients with limited inspiratory power.

The lid has a storage compartment which holds 3 Spincaps. Thus a day's treatment may be carried with the device after the first dose has been taken at home.

Halermatic has been available in hospital since September 1983. It will be available to on the Drug Tariff from April 2. The Spinhaler is still available. *Fisons plc, pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB.*

## Diphtheria jab now available

Absorbed diphtheria vaccine for adults has been released for sale from appointed distributors Regent Laboratories. The vaccine is manufactured by the Swiss Serum and Vaccine Institute, Berne, and is licensed in the UK for the reinforcement of immunity to diphtheria in persons over 10 years old, and for the primary immunisation of persons over 10 years. The vaccine may be given without prior Schick testing.

The boxes of 10 x 0.5ml ampoules carry a three-year shelf life when stored between 2-8°C. Price is £2.50 per ampoule, but will vary with exchange rate. Order direct from *Regent Laboratories Ltd, Cunard Road North, Acton, London NW10 6PN.*

## BRIEFS

**Librium capsules and tablets and Libraxin tablets** are now being supplied in Sauter livery. *Sauter Laboratories, Division of Roche Products, PO Box 8, Welwyn Garden City, Herts.*

**Tavegil transfer:** Tavegil tablets and elixir are being transferred from Wander to the Sandoz range. The tablets are now marked Tavegil not Wander. *Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

**Suprol name change:** The generic name used in the UK for Suprol has been changed from sotoprofen (BAN) to suprofen (INN) to standardise it internationally. Packaging and literature will carry both names until stocks are exhausted. The product is also to be repackaged in tamper-evident containers. *Ortho-Cilag Pharmaceutical Ltd, Saunderton, High Wycombe, Bucks.*

**A calendar pack for Monit tablets** is being introduced by Stuart, consisting of four trays of 14 tablets. The new pack will be introduced as existing stocks become exhausted towards the end of March. The price remains unchanged. *Stuart Pharmaceuticals Ltd, Carr House, Carrs Road, Cheadle, Cheshire SK8 2EG.*

## Opticrom eye ointment

**Manufacturer** Fisons Ltd, pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB

**Description** Cream coloured, opaque sterile ointment containing 4 per cent w/w sodium cromoglycate

**Indications** Relief and treatment of allergic conjunctivitis such as hay fever, chronic allergic conjunctivitis and vernal keratoconjunctivitis

**Administration** Apply to eye two to three times each day

**Warnings** Transient blurring of vision may occur as with other ophthalmic ointments

**Pharmaceutical precautions** Discard four weeks from opening

**Packs** 5g tube (£6.43 trade)

**Supply restrictions** Prescription Only  
**Issued** February 1984

## Asmaven tablets

A generic brand of salbutamol tablets in 2mg and 4mg strengths is available from APS. The tablets are presented as pink circular flat-faced, with bevelled edges marked "APS" one side with "2/1507" on the reverse of the 2mg and "4/1508" on the 4mg tablet. Price for 500 tablets is 2mg £5.68 and 4mg £10.86 (NHS). An introductory offer is available. *Approved Prescription Services Ltd, PO Box 15, Whitcliffe Road, Cleckheaton, West Yorks.*

## Halermatic

Halermatic (£1.45 basic NHS) is a breath activated, automatic piercing inhaler for use with Intal and Intal Compound Spincaps.

It is designed to disperse fine powder

# Licensing concern over wholesalers

**The Pharmaceutical Society is to inform the Department of Health of its concern at the licensing of wholesalers.**

The Council decided at this month's meeting to ask what steps the Department is taking to ensure that the premises and operation of wholesalers are up to the necessary standard for maintaining the quality of medicines stored and supplied.

The Science Committee discussed a guidance note to the Society's new Code of Ethics which stated that a pharmacist should not purchase, sell or supply any medicinal product "where there is any reason to doubt the safety or quality." It was felt that by purchasing from a licensed wholesaler the pharmacist should feel reassured that the DHSS procedures for scrutiny, licensing and enforcement were effective in controlling delivery of a satisfactory product but it was possible that some wholesalers were infrequently inspected.

Because it was not easy for community pharmacists to check the quality of doubtful products, it was agreed that there would be greater protection if the Department stringently enforced the requirements relating to the quality of medicines stored and handled by wholesalers.

**Distribution of CAPD fluids.** The Society is writing to the Department of Health asking to be included in any discussions on the distribution of continuous ambulatory peritoneal dialysis fluids. The matter was raised by the Ethics Committee which noted that complaints had been received that the two CAPD fluid manufacturing companies were channelling supplies through a single pharmacy.

The Committee noted that the supply of CAPD to home patients was not just a simple question of supplying fluids, but also (as with oxygen) the necessary equipment and its maintenance. The quantities ordered were large and bulky and most community pharmacists would probably be unable to cope with even the average delivery for maintenance. Since not all pharmacists would be willing and able to participate in the supply of the CAPD fluids, there were two alternatives — either that the manufacturers registered part of their premises as pharmacies or some nominated pharmacies took part in a CAPD scheme. In either case, there was bound to be direction of prescriptions, and that was what had led to the complaints received by the office.

The Committee was informed that the

Pharmaceutical Services Negotiating Committee had received a similar complaint and had written to the Department requesting a meeting to discuss the distribution of CAPD fluids. Since it was felt that the community pharmacists should be encouraged to take part in such distribution, Council agreed that the Society should be asked to be included in discussions.

**Campaign on medicines in pregnancy.** The Society is to support a proposed poster campaign drawing attention to the fact that some medicines could be harmful if taken during pregnancy or when attempting to conceive.

The Practice Committee considered a proposal by the Crosby Women's Action Group that potentially harmful medicines should be labelled "Avoid during pregnancy and the preconception period." It was agreed that although it would be possible to produce a "blacklist" of medicines to be so labelled, there were other products that could be relatively harmful depending upon the stage of pregnancy. If such medicines were not labelled then it might be implied that they were totally safe.

Council accepted a Committee recommendation that support should be given to a poster campaign proposed by the National Pharmaceutical Association. It was also agreed to consider including additional warnings on smoking and alcohol. Council further agreed that the attention of the Health Education Council should be drawn to the subject so that it could be included in health education classes in schools.

**Action on homoeopathic remedies.** The Society is to write to the Department of Health urging action on the developing market in prepackaged homoeopathic preparations for specific conditions. The matter had been discussed at meetings with representatives of British Homoeopathic Association, when concern was expressed that the development of specifics might bring homoeopathy into disrepute and that commercial exploitation of the market was counter to the principle of treating on the basis of clinical experience. Council agreed that a letter should be sent to the Department expressing concern that the current marketing developments were contrary to the original intent of the Medicines Act 1968, and urging that action be taken to eliminate the problem.

**Attitude to unproven remedies.** The pharmacist's attitude to the sale of products

of unproven efficacy, such as herbal and vitamin preparations, should be based on his individual knowledge and understanding of the patient's best interests. This was the view of the Science Committee which had been asked by Mr J. Iles to consider what the correct attitude of pharmacists should be to such sales. Advice had already been given in the guidance notes to the new Code of Ethics, and it was felt that each pharmacist had to arrive at his own decision because the placebo effect or other factors might be considered beneficial to the patient.

**Emergency POMs clarification.** The Department of Health believes that the Prescription Only Medicines Order unequivocally requires the pharmacist personally to interview the patient before making an emergency supply. Replying to a request for clarification, the Department adds that the Medicines Commission, in its 1973 report on POMs and related matters, clearly saw it as an essential safeguard that the pharmacist should personally interview the patient to satisfy himself as to the nature of the emergency and the appropriate treatment. It was unlikely that the Department would remove the requirement to allow a patient's representative, rather than the patient himself, to request emergency supplies.

**Clinical trials.** The Society is not to proceed further with its attempt to involve pharmacists in the supply of medical products for use in clinical trials in general practice. The Department of Health, while acknowledging that there was some force in the Society's arguments for involving pharmacists in trials, had said that it did not intend to delay any further its plans to bring in the Regulations needed for the existing code of practice drawn up by the industry and the medical profession.

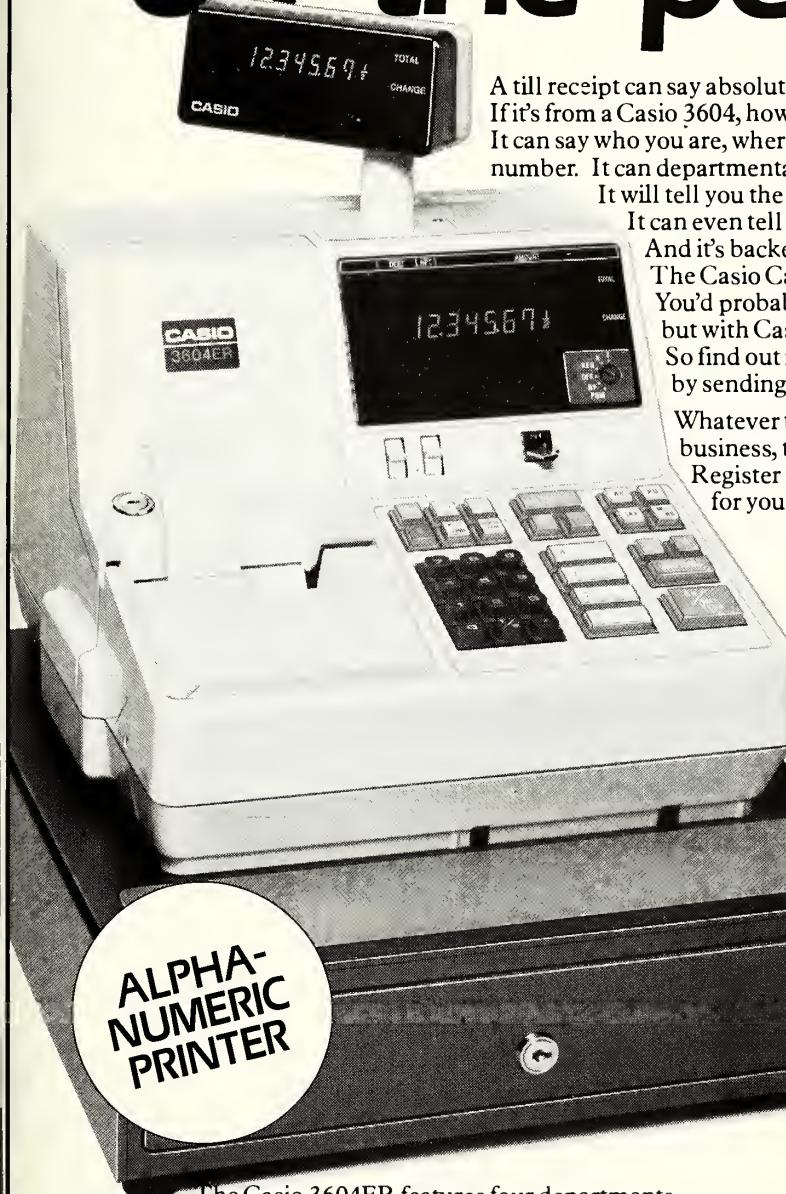
**Scholarships.** Council has agreed to publicise the fact that three of the Society's 15 annual scholarships are available to applicants undertaking full-time course work, as well as to research students.

**Public relations.** In his report for the previous month, the director of public relations, Mr P. Paul said that BBC television's "Medical express" was planning to feature the Great Wakering rural dispensing case in a future programme. "Medical express" had made no approach to the Society. Despite every effort by the Society, "Medical express" had interviewed only the "Right of Choice" group, which was in favour of doctor dispensing.

**Summer holiday grant.** The Society is again to provide a summer holiday grant for annuitants and beneficiaries. The grant for 1984 is to be £120 for single annuitants and for beneficiaries receiving regular and

*Continued on p518*

# A made-to-measure Cash Register at an off-the-peg price.



A till receipt can say absolutely nothing except the money involved. If it's from a Casio 3604, however, it can say a great deal.

It can say who you are, where you are, what you do, your telephone and VAT number. It can departmentalise, making stock flow much easier.

It will tell you the date and exact time of the transaction.

It can even tell you which assistant made the transaction.

And it's backed by Casio's nationwide sales and service network, The Casio Cash Register Distributors' Association.

You'd probably expect to pay a great deal for a machine like this,

but with Casio, you get a great deal, including value for money. So find out more about the 3604, and all Casio's cash registers by sending off the coupon today.

Whatever the size of your business, there's a Casio Cash Register made-to-measure for you.

## YOUR RECEIPT THANK YOU

FAIR DEAL NEWS  
WELWYN HERTS  
PLEASE  
CALL AGAIN SOON  
PAPERS .0.46  
CIG'S .1.13  
SWEETS .0.58  
DRINKS .1.02  
CARDS .2.12  
STATRY .1.88  
BOOKS .1.26  
SUNDAY .0.56  
ST .9.01  
CA .20.00  
CG .10.99  
SMITH .16

13-10-83 5:04

Consecutive Number

Date

Time

The Casio 3604ER features four departments. Also available, the Casio 3608ER with eight departments.

\*Programmable to individual retailer's requirements, including name and address. (Distributor will advise on programming). \*Low priced cash register.

\*24 selectable functions. \*12 free function keys.

\*Periodic total (optional). \*Time control. \*32 Price look ups. \*Memory protection battery.

Casio Electronics Co. Ltd., Unit 6, 1000 North Circular Road, London NW2 7JD

To: Casio Electronics Company Limited, Unit 6, 1000 North Circular Road, London NW2 7JD.

Please let me have – without obligation – full details of the Casio 3604ER Electronic Cash Register.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Tel. No. \_\_\_\_\_

CD17384

# CASIO MAGIC!

Our poor beleaguered Council is on the receiving end yet again. This time it is OPD (oh sorry — original pack dispensing!).

It is rare to see a defence of OPD and yet to me, letters denigrating the idea bear the watermark of a dying breed.

I read that a group of tax officers at the IR tax computer centre in Telford complain that they have been turned into mere electronic keyboard operators and the change in their work has rendered their contracts obsolete. Is there a lesson here for us pharmacists?

Just as journalists can nowadays type in their copy direct to the page without the intervention of the typesetter, is it fanciful to see the GP sitting at his keyboard in the health centre typing in his prescriptions? The C/I's and possible drug interactions flash onto his VDU and when he is satisfied that all is well, he touches the "send" key and the label clicks off the printer in the drug assembly room (DAR). The technician marries the label with the appropriate OP, using a light pencil on the bar code of the pack to ensure that it is correct.

All that remains to be done is to pass the medicine through the hatch together with the little leaflet that the computer has spewed out with the label — giving our patient advice on how and when to take the medicine plus any necessary precautions. (The latter to be perused at leisure and replacing the few gabbled phrases from the pharmacist in the middle of a busy shop as in days of yore.)

I am not prophesying that pharmacy has no future, although I do see pharmacy in the year 2000 — if it still exists — having little resemblance to today's pattern. What I suggest is that we keep an open mind. Perhaps we are seeing the demise of the profession and, if so, we should not try to fight a petty rearguard action. Let us accept what technology has to offer. Let us adapt our practices and see if we can find a niche for pharmacy. If we cannot — so be it. We shall enter the Brave New World in the

# Nuffield — challenge or obituary?

## A southern-counties proprietor poses some gloomy questions.

company of many good companions.

If Nuffield truly faces the challenge, their report should make fascinating reading. Let us hope it is not an obituary.

## A discounted profession?

I suppose every town, however small, has its discount store. Ours stocks an extraordinary range of goods, from dog biscuits and blankets to Bovril, butter and even Beechams Hot Lemon. In fact their "chemists section" is most comprehensive.

One morning last week my dispensing assistant came in with her nose twitching like a rabbit seeking a mate. In the science of body language this means imminent disaster. Perhaps she was about to tell me that Mr Giles, for whom she had dispensed a supply of Butazolidine 200mg yesterday, was doomed — at least according to Radio 4. But no. While shopping in the discount store that morning she had actually seen a bottle of Famel sold over the counter.

I must say I was astonished. I was thinking back to the days of my boyhood, when my mother spooned an evil-tasting cough syrup of that name into me as a sovereign remedy for a resistant cough. At that time, the formula boasted creosote, codeine and tincture of aconite. Surely there must be a mistake. The answer was on

my own shelves. Famel Expectorant contains only an expectorant and is classified GSL.

Quite a lot of has been written about the change in classification of an increasing number of products from POM to P. In fact I believe a more significant, if less publicised change is taking place — from P to GSL. Obviously if one's cough remedy may be sold from many thousands of newsagents and grocers, the rewards can greatly exceed those deriving from 10,000 retail chemists. Unfortunately, because of commercial pressures (which are quite legitimate) most of our pharmaceutical industry does not subscribe to the notion that medicines are best distributed through pharmacies.

To the average customer I am sure Famel cough syrup is Famel cough syrup and in the discount store, he or she is most unlikely to receive enlightenment.

About twenty years ago I worked in a small town in the Wye valley and just across the Wye from the main town was a community of about 1,500. I worked out a plan to establish a drug store in that community as an adjunct to my pharmacy, but was told that the Society disapproved of such an arrangement, presumably because it was felt that such establishments were rather beyond the pale for the involvement of such an august profession. Being young and green, I desisted.

I had seen how such an arrangement works in certain countries on the continent and thought how good it would be if drug stores in this country were controlled and made the general responsibility of a pharmacist. Sadly, with the advent of Superdrug et al, the initiative has been lost for ever.

Nevertheless we still wield some influence at the shop front and we must support the NPA campaign with more than our cash.

Let us support those manufacturers who support us.

## PSGB COUNCIL

*Continued from p516*

special grants, and £240 for married couples.

**Computer at Lambeth.** A computer is to be installed in the Society's headquarters. Initially the system will handle major administration and business functions, including the members' Register. Later it is intended to expand the system to cover word processing, electronic mail and other "electronic office" facilities, as well as the

requirements of the department of pharmaceutical sciences and the library. It is expected that the annual cost saving (mainly staff and the costs of its present computer bureau) will allow the installation of the first phase to be paid for within four years.

**Martindale Online.** It was reported that Martindale Online should be available in July.

**Organ donor cards.** The Council recommends the profession to co-operate in the distribution of organ donor cards. Cards are being supplied to all pharmacy contractors, together with posters and leaflets and the Department of Health chief pharmacist is writing to contractors seeking their help in promotion of the campaign.

**Flu vaccine offer to doctors.** The Society is to write to the Association of the British Pharmaceutical Industry drawing attention to an alleged infringement of the Association's Code of Practice by a manufacturer of influenza vaccine. Information has been received from a medical practitioner concerning an offer by the company to set up an age/sex register if the practice used only that one company's vaccine. The offer included the free supply of a cabinet, valued at about £300.

**Gate to doctor's surgery.** The Society is not to object to a proposal for a gateway in the boundary wall between a pharmacy's premises and the premises of a doctor's surgery which has its main entrance in a different street.

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## Ideas for pharmacy's new deal

**Michael A. Reynold, a community pharmacist from Dorset, considers his contractual 'lot' and comes up with some suggestions for the new contract.**

Our gross remuneration is calculated to pay for the provision of a pharmaceutical service on a national basis. This is based on prescription numbers in total, apparently disregarding the number of pharmacies providing the service. While I acknowledge that it is essential to protect the public purse, and ensure that no more is paid for goods and services than is proper, the Department of Health acknowledges it is equally important to ensure the financial position of pharmacists providing the service is protected.

Mr Clarke, Minister for Health, said in the House recently that there are problems between the pharmacists and the Department, and added that they were not intended by either side. It appears to some extent that we are both in agreements.

I was concerned to see the use of the word "demand" in the PSNC's presentation. I appreciate as well as anyone the need for a re-appraisal of our present contract, but we all know how we react to anyone who demands our attention.

### Areas for examination

**Limitation:** The principle of free market forces should not apply to NHS dispensing. It is classed as a service and a "non-risk" business. But market forces are distorting remuneration to individual contractors — there were 130 new contractors in the past year claiming their due share. A planned pharmaceutical service overseen by the FPC and LPC would prevent this distortion. A free market for sale of medicines could continue, but the mandatory issuing of NHS contracts against any legal demand should stop.

**Implementation of yearly costings:** Balance sheet costings are updated annually, using government indices, and checked periodically to correct small inaccuracies. Our rent and rates review has only just been adjusted from 1977. This is ludicrous, and the tardiness of the Department should be looked at. Is it any wonder that pharmacists were reluctant to assist recently when asked? We should

comply with requests for costs inquiries but a tightening up is necessary on both sides.

Periodic reviews are obviously required more frequently to avoid large adjustments.

**Averaging:** A major problem appears to be caused because our remuneration is computed on an average cost, based on an average monthly demand. Should any pharmacy vary considerably from this "norm," inequities are bound to occur.

**Long term prescriptions:** The advent of treatments not available in 1948 has altered somewhat the style of prescribing. I claim that it is not unreasonable for patients to have more than 30 days' supply. My inquiries have shown that variations from 0 per cent to as high as 61 per cent of prescriptions dispensed per month are for "over-30-day" quantities, with subsequent unfair loss of fee.

I have already proposed to PSNC that these items could be subject to special "endorsement" so that appropriate fees are paid and this suggestion has been adopted by conference.

**Discounts:** One pharmacy used in the survey was obtaining 12.5 pc discount and this is reflected in the scale now used. Is this fair and reasonable? Is it possible to examine the inquiry in detail and question it?

Even now events are happening which will add another chapter to the story. Although the principle of adjustment has long been established and accepted, it now appears that the legal wording of "niceties" or "nasties" has to be established in law.

My only comment as an "old" contractor is that, dependent on the outcome and the

degree of "exception and special adjustments," I could easily within the law, decide to become a "new" contractors overnight!

**On cost:** The dipping graph syndrome is unfair.

**Proper amounts:** What is the proper amount? Some amounts are fixed in the contract and subject to procedural examination, ie rates, labour, heating. Others are subject to "negotiation." It is the £sd to two places of decimals that is an area of conflict, but now at least there is the benefit of a review body. What are the parameters used in this negotiation process?

The contract uses the words reasonable and fairness throughout. These at least can be tested in the courts!

**Parallel imports:** Stock-holding and supply appear to vary between nil — and dispensaries that would not look out of place in Egypt! Are we all going to pay for the abuse of the few? I do not intend to — just another discount parcel, I hear them claim! How can it be legal? We are not allowed to substitute generic equivalents, regardless of who makes them. Even subsidiaries!

I maintain that these purchases are covered by the Drug Tariff, clause 4(2)(c), should be investigated on an individual basis, and should not affect contractors as a whole. I certainly question the ethical behaviour. The Pharmaceutical Society should act most vigorously. This practice is not only damaging but is bringing the profession into disrepute.

**Dispensing doctors:** Although not directly affecting our contract, they can and do affect the pharmaceutical service (in both broad and narrow sense) in particular localities.

The National Health Service Act 1946, and subsequent Acts, place a responsibility on the government to provide the community with a pharmaceutical service. Should prescription numbers be reduced

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Part of the contents page of PSNC's "Pharmaceutical Services Payments"

below certain limits the service is protected in some measure by the "essential small pharmacies scheme."

However it could be the pharmacy loses its viability and has to close as a result of increased GP dispensing. The community then suffers as a result of government acquiescence. How is this reconciled by a government charged with a "duty of care" inherent within the Acts?

*Contract with pharmacist.* This has already been accepted and passed at conference, which is a step towards improving our professional status. Provided that is, that practices referred to above have not already annulled any status we should have. It has my wholehearted support. Why not make a start by having planned new contracts handed out to pharmacists only, leaving the status quo to change gradually as pharmacies change ownership?

It would seem that Boots have already accepted the principle in respect of the optician's contract being in the name of the optician, so why not the pharmacist?

### To summarise...

Given that fair and proper amounts can be negotiated within reasonable limits there is no reason why there cannot be a fine tuning of the present payments system — to make it fair to all contractors, and to remove the "tardiness factor". Planned growth of the service would be healthy, provided additional fixed costs are added to the gross balance sheet. The converse would also apply. It is not so much the principles of the contract that are unfair, it is the way in which the financial cake is cut between ourselves that exacerbates the problem, as we are unable to control some of the variables.

Although our contract is a legal one in the real sense of the word, I am concerned about legal challenges: the supreme legislator is able to change the rules to suit his arguments. I urge caution. May I also urge care and caution in the review discussion. Make haste slowly — it may be decades before it can be reviewed again.

The close working relationships which exists between PSNC and the Department is excellent — long may it continue. There is goodwill on both sides. It is apparent though, that not adhering strictly to the rules has its price!

As a result of "tidying up" the details of the contract, the frustrations now felt by all would be satisfied. The main benefit of a controlled planned service would be to enhance the value of pharmacies. This would be welcome and it would not cost the government one penny. In return we could offer to undertake other tasks such as health education and drug monitoring.

I foresee that instead of new pharmacies opening up to "pinch" business, pharmacists could well combine to open better premises with added facilities. The element of competition to dispense prescriptions would, I feel, give this incentive. The result should give added job satisfaction as well as helping the public, which is just one of the tasks with which we are charged.

Food for thought anyway.



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## Building on solid foundations

Estimates of market growth widely differ: Beechams anticipate consumers will spend £30m in 1984 on air fresheners compared to almost £27m in '83. Bayer and Temana both put the '83 figure at almost £25m and Reckitts even higher at £32m. (These figures exclude carpet freshener sales).

All the companies anticipate further growth in the market but can't agree where this will take place. If the market is divided into aerosols and slow release products Bayer research suggests aerosols are on the increase — 23.8 per cent up on 1982 making it a £13m sector — while the slow release sector is losing its momentum (-1 per cent to £21.8m). And they anticipate this trend will continue.

The introduction of new packaging for Bayfresh aerosols in May last year, together with increased distribution and promotion, resulted in the entire range consolidating its number three position in the market with a 55 per cent sales increase say Bayer. Heavy promotional support is planned for the forthcoming year to maintain the momentum.

### Growth in both sectors

Temana found growth occurring in both the solid and aerosol sectors although consumers continued to show a preference for solids. They now account for around 60 per cent of the air fresheners market.

UK commercial manager Vere Awdry suggest that after a quiet year last year there will now be more activity in the market, most of which will take place in the solids sector. And he suggests that while chemists only have a £4.5m slice of the £25m market they have a slight advantage in the split towards solids.

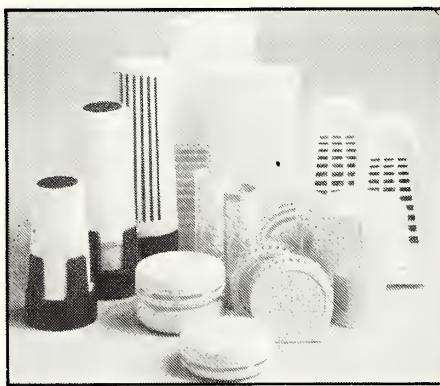
The total market, he says, saw 17 per cent unit growth and 10 per cent value growth last year. Within this aerosols achieved 10 per cent unit and 15 per cent sterling increases and solids 20 per cent unit and 5 per cent sterling increases — the latter because Stick Up has a relatively low retail value, he says.

Changing attitudes in consumers to the frequency of use of air fresheners is obvious in market developments, say Temana.

"Instead of using aerosols and solids primarily as problem solvers to overcome malodours and prevent their presence, consumers are starting a trend of using air fresheners for their own home fragrance."

And it is here that Beecham criticise chemists for missing an opportunity.

**Bouyant is the word that crops up in the reports by most companies involved in the air freshener market. Yet attitudes towards the chemists position widely differ. While Reckitt and Temana Bees agree they are benefiting from market growth there are some harsh words from Beecham.**



Different fragrances and different shapes and sizes lead to difficulties in knowing what to stock

Agreeing with Temana that the split is around 60:40 in favour of solids they point out that this sector, worth £19m, is currently expanding at a rate of nine per cent in unit volume yet only 14 per cent of sales are going through chemists.

"Sales through chemists are not only in steep decline, but no longer reflect the true pattern of consumer demand. This is mainly because chemists have failed to take advantage of the rapid expansion of 'unobtrusive' products. This category now accounts for over 60 per cent of volume passing through grocers but only 25 per cent in chemists."

Beecham anticipate the evaporator segment, as they call it, will continue to expand in unit terms with the market polarising between Airwick Stick Up, with 41 per cent of unit sales in the small-space sector and the brand that comes out top in the large space sector.

It was with this in mind that Beecham launched Maxifresh in October. Available in four fragrances it has a "stearate" base which releases the fragrance at a constant level for no less than one month. A £1m

television campaign for Maxifresh is just beginning. This, together with the launches announced by Reckitts and Temana certainly make for a battle royal.

Reckitts point out that, of the 80 per cent of housewives now using an air freshener, 67 per cent choose a slow release product. July saw the relaunch of the Haze range (Reckitts claim it has captured a third share of the total market), and the addition of Roll Fresh, a slow release air freshener that fits between the toilet roll and holder. Reckitts claim it has gained a 4 per cent share of the slow release sector nationally, a figure which doubles in Tyne Tees where a television test campaign has been underway.

Reckitts anticipate continued growth in both sectors of the air freshener market and see their position as one of building on strong foundations. Says Maggie Kay, product manager, "We have a stated commitment to continue to develop the market from a position of leadership. With new slow release products, Reckitts have taken pains to ensure that the discount is structured so chemists can compete in what is an extremely dynamic growth sector. Despite rapid development in chemists as an air freshener market there is still tremendous potential especially in the slow release and carpet freshener sectors."

Looking briefly at carpet shampoos they are worth around £12.5m say both Reckitts and Bayer and while continuing to expand the market could now be reaching maturity. Haze carpet fresheners accounts for a quarter of sales here, say Reckitts.

So, last years gloomy predictions of a shakeout in the solid sector have proved unfounded. In fact, the sector has seen still more additions. If all the promised television advertising materialises it can only help create awareness and boost sales — all good news for the retailer provided he is able to meet the demand when it comes. Johnson Wax had no new information available as C&D went to press but activity is promised for later in the year.

### Astral

Several additions and pack improvements have been made to the Astral range. Available from May will be a concentrated Astral air freshener unit and a plastic holder for the nice 'n easy toilet aerosol — prices of which are not yet finalised.

Fridge Fresh (£0.58) has been repackaged and the grace 'n charm aerosol is to be reintroduced in a new 128g container (£0.99).

Finally the toilet bowl air freshener and cleaner has been repackaged with an improved under-rim container and product card design (£0.69, refill £0.55). Cupal Ltd, King Street, Blackburn, Lancashire BB2 2DX.

## Colourfresh

Colourfresh from Temana is a slow-release air freshener that changes colours as it works giving the consumer a visual sign that it needs replacing.

Colourfresh comes in three different styles and fragrances — wild flowers, country orchard and dawn fresh. Slightly larger than a pack of playing cards it has a picture on the front pierced by four holes. These gradually change colour when exposed to the air and when they are all the same colour the air freshener needs replacing. Colourfresh should last for between six to eight weeks the company claims. Retailing at £0.79, Colourfresh will be "slightly more expensive than standard Airbal," says Vere Awdry, UK commercial manager, "but offers the consumer benefits he is quite happy to pay that sort of price for."

Comments Mr Awdry, "Most air fresheners are functional. Nowadays people want something that does a bit more than eliminate smell. They want something that helps to give a pleasant fragrance in a room, and that seems to be the direction, as far as consumers are concerned, that air fresheners should be going. What we have done is present a product in a way that blends in with home decor — people will be quite happy to have it visually available — at the same time it has this unique element of



Pretty as a picture — Colourfresh is pierced by four holes which change colour when the air freshener needs replacing

the product changing colour."

A launch offer will be available through Chemist Brokers — details of which were not available as C&D went to press. Television advertising is planned to run from May through to October — £3/4m has been allocated to this end.

Mr Awdry concludes: "We would expect Colourfresh to have a 10 per cent share of the total market at the end of 12 months. If nothing else was happening in the market we would anticipate that it would be

additional business."

Other activity by the company includes, in the Freshaire range, the relaunch of orchard mist as an anti-tobacco aerosol and pine fragrance becomes alpine breeze. New packaging will reflect this repositioning. No advertising is planned for the Freshaire range but there will be "special packs out later this year."

Tobacco Clear is to be supported with a television advertising campaign running from the end of March while original Airbal will carry an on-pack offer for a camera and free film from early Summer. Distributors are Chemist Brokers, 3 Copsem Lane, Esher, Surrey KT10 9EP.

## Haze pomander

A vast improvement in the performance of slow release products is how Reckitt's herald the launch of Haze pomander. And the company is backing this confidence with a £2m television advertising campaign this year.

The ideal air freshener, they say, should embody the effectiveness of aerosols with the convenience and pleasant smells attributed to slow release products. It should be discreet in appearance, be consistently

effective throughout its lifespan and have perfumes that are detectable but not overpowering.

Haze pomander meets these demands, they claim, having a consistent emanation rate throughout its eight-week cycle and a rotating top to control the amount of fragrance given out. The pomander comprises a reservoir of fragrance which is emitted through pads via a capillary wick. Once the sealing cap is removed the freshening process is underway and the pads are continually recharged throughout the eight-

week product life. The level of liquid indicates when product life is nearing an end.

Three variants are available — bouquet in a pink livery, old English lavender (lilac) and country herbs (green). The pomander will retail for £0.98 but will be available at an introductory price of between £0.79-£0.89. The first four-week national television campaign will run from May 1. A half-price refund is currently running on-pack and will be available through to July. Reckitt & Colman Products Ltd, Stoneferry Road, Hull HU8 8DD.



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Gerhardt Pharmaceuticals Limited,

The insecticides market is traditionally fairly static. Not only is it very much demand led, but because the cost of developing a new product is high due to regulatory controls, marketing activity is low compared to other household areas.

The market last year was worth £12.5m, with £3m going through retail chemists, say Temana. An increase of 10-15 per cent was due to good weather conditions. About 70 per cent of the sterling market in chemists is taken by aerosols with the remaining 30 per cent going to slow release products.

Temana claim brand leadership in the aerosol sector with Cooper fly and wasp killer holding a 23 per cent value share. Vapona fly killer, part of their other range, holds a much smaller share at 5 per cent.

In the slow release sector, worth £3.7m, Vapona is claimed to take 67 per cent of sterling sales (63 per cent of volume). In the total market the share of the range is put at 4 per cent. "With Vapona we are far and away the brand leader in the slow release market," says Vere Awdry, Tamana's UK commercial manager. "We will be spending £200,000 to £250,000 — a similar amount to last year — on poster advertising. And for the first time this year there will be an on-pack offer on the small space and moth killer variants." He reckons Vapona takes a 10 per cent volume share of the chemist sector.

However, Mafu, from Bayer, claims a 10 per cent value share of block products market (see later). Manufacturers estimates often vary though, depending on the source of the figures and the type of products included in the sector.

Insectipen, a product now a couple of years old, and marketed in the Vapona range, will also figure on the 1,500 posters and will carry a free film offer on pack. The felt tip marker pen provides a "quarter of a mile line of contact insecticide" which remains effective for 10-14 days. All Temana products are distributed by chemist brokers.

Competitor to Temana products apart from Mafu whose range resembles that offered by Vapona, is the Secto range from Cupal.

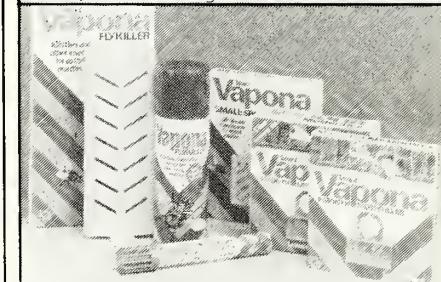
A household flea killer aerosol has been introduced into the Secto range for the 1984 season. Containing dichlorvos and permethrin in a long lasting formula, the

## It all depends on the weather

**Last year was, by consensus, a good year for insecticides. A warm Summer means a higher insect population, with consequently higher sales of insecticides in the short seasonal sales period from May to September. And if mild Winters contribute as well, then sales in 1984 could rise for the second year running.**



Two of the top ranges in the insecticides market. Temana, a Shell subsidiary, manufacture the Vapona range. A relative newcomer from Bayer, Mafu, launched in 1978, is increasing sales



spray can be applied to soft furnishings, carpets, skirtings and other areas which pets frequent, say Cupal.

A new plastic holder for the slow release living room size fly killer was introduced in the course of last season, with panels on

both sides of the holder open fully or partially. Described by Cupal as one of the "most competitively priced products on the market," an increased market share through the chemist is claimed.

Cupal claim their insect killer powder is brand leader in this sector. The product is one of the earliest brand name insecticide powders on the UK market to be sold by chemists, being available since 1908. The product has recently been repackaged.

Competition in the powder sector is provided by "longer lasting" ant and insect powder, launched last year under the Cooper brand name.

Trade confidence in Mafu insecticides boosted brand sales by 25 per cent in 1983, say Bayer. The company estimates its value share of the aerosol and block products markets to be 25 per cent and 50 per cent respectively. Last year the company believed Mafu topped the slow release sector.

There is an increase in the number of outlets stocking the full Mafu range this year, say Bayer, contributing to the steady growth the range has seen since its launch in 1978.

The small space product is being repositioned and is now known as small space insect and moth killer. The rest of the range remains unchanged. Advertising activity currently being planned for the 1984 season is likely to include an "intensive" radio campaign which Bayer believe will offer greater flexibility during the peak Summer sales period. New promotional material will also be available at point of sale.

Dethlac insecticidal laquer is celebrating its 25th year, and manufacturers Gerhardt Pharmaceuticals are doubling last year's promotional spend to £15,000. Advertisements are going in the Gardening Handbook and several gardening magazines, each specifying that the product is available from chemists. Gerhardt will be exhibiting again at Chemex and at GLEE.

De Witt distribute the Scan range, which includes a flying insect killer, a crawling insect killer, a slow release fly strip and mothballs. The crawling insect killer is a laquer primarily aimed at ants and cockroaches. One application remains effective for months, say De Witt, even after washing the treated surface with detergent.

## Support 'Secto' the trusted name in Household Insecticides.

Marketed by Cupal Ltd., King Street, Blackburn, Lancs. BB2 2DX. Telephone: (0254) 50321.



# Profile A: new from Beanstalk

**Beanstalk have scrapped their old range of shopfitting equipment, replacing it with the Profile A collection.**

This move is the result of two years research by the company — research which told them none of the systems previously on the market would be suited to retailer's needs over the next decade.

The company commissioned a report from the Henley Centre for Forecasting, sought the advice of the major multiples and studied competitors' products from around the world.

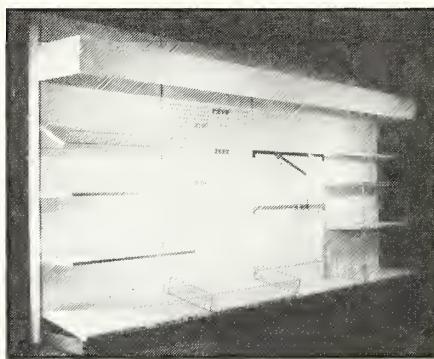
"Our main findings were twofold" explains marketing director Mike Lancaster. "We discovered that the independent shopowner wants an image for his store which is uniquely its own — not just the

standard 'look' provided by his particular shopfitting company. And he's looking to change that image much more frequently than in the past."

With this in mind, Profile A has been designed for maximum flexibility. Shelves offer six angle positions, with a range of specialist shelving featuring recessed surfaces for mirror or cork tiles, moulded small-items trays and so on also available.

Standard back panels can be personalised with a suede or mirrored finish. All components can easily be transferred within the system.

Beanstalk's research also showed the



mechanics of any shopfitting system for the future must become invisible. Profile A back panels are accordingly made to project forward from their supporting uprights, so hiding shelf slots and shelving brackets. This not only looks more attractive, but eliminates "blind corners" in merchandise display says the company.

Back panels for the system appear in pastel shades with smaller accessories such as shelf dividers in brighter, primary colours.

The system is free-standing, but capable of accepting heavyweight loads, thanks to a new welding process developed for the all-important "L" joint at the foot of the units.

Profile A will be priced in line with Beanstalk's old range, although Mike Lancaster says improvements in quality make it more competitive. "In other words, it's both better and cheaper" he says.

Company salesmen are currently touring the country introducing retailers to Profile A. For those unable to wait, there's an installation already in use in Terminal Three's duty free shop at Heathrow — providing, of course, you don't mind leaving the country for a sneak preview! Beanstalk Ltd, Chichester, West Sussex.

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Mobile \_\_\_\_\_

## Dispensing

has always been difficult for me to accept the reply from the DHSS that the excess profits acquired by doctors who supply medicines from their surgeries, acquire them at the expense of their non-dispensing colleagues and are therefore not in anyway charge on the exchequer.

If we then take an instance — say of "Tetrabid" where a dispensing doctor is able to buy these at trade price less 47 per cent. The cost to the exchequer will be the price based on the trade price — this will in no way affect the cost to the non-dispensing doctor who subsidises his rural colleague to the tune of £1,500 annually.

The doctor who supplies the drug is making an excess profit over and above the normally accepted figure of 47 per cent. If a dispensing doctor were to be paid on voice prices his receipts would be 47 per cent less on his "Tetrabid" payment. So the money paid out by the exchequer would be considerably less — yet the non-dispensing doctor's subsidy would still be the same.

I estimate that something like £16 million will be collected by the increased "tax" on

prescriptions paid by the ever-decreasing minority of patients who share this burden. The same minority of people are already bearing the increase in net ingredient cost to pay for pensions for those people who have retired (another story — another straw to break one's back).

Yet, by reducing the inducement discounts made to dispensing doctors by drug companies, which the DHSS insists, by some quirky calculations, (or miscalculations) has no effect on the exchequer, would probably reduce payments being paid to dispensing doctors by two or three times the amount to be collected from "the patient" by increasing the prescription tax by 20p.

I cannot disagree with the argument that all treatments have to be paid by someone. There isn't a bottomless pot of gold to pay for the ever-increasing demands of an aging population plus the enormous costs of new technology. But for dispensing doctors to become immune from proper and searching accounting, and the consequent savings, is scandalous.

**John Davis**

Secretary, Rural Pharmacists Association  
Wiveliscombe, Somerset

## 'Small' change tossed out

The impending demise of the ½p coin will cause little concern in most pharmacies, as it was rarely used, except of course, to demonstrate the shearing properties of Wilkinson's scissors.

We have recently simplified our change handling even further, by unilaterally abolishing the 2p, 10p and 50p coins of the realm, from our change floats.

Dealing only in 1p, 5p and 20p coins saves a lot of space and weight and our customers do not seem to mind — although some of them look slightly bemused. "Rubbish!" do I hear you say? Not so! Try it out for yourself and you will find that you make real savings in space, weight and time when dealing only in 1p, 5p and 20p coins.

As we see it, the 2p, 10p and 50p coins are now quite unnecessary and the elimination is both logical and overdue.

**Andrew H. Watson**

Thornhill, Dumfriesshire



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# Lawson opts for business tax reform

**Chancellor of the Exchequer Nigel Lawson's first Budget was designed to retain Government revenue broadly at current levels, while at the same time bringing about a radical reform of the tax structure for companies and individuals alike.**

Main changes of interest to the small businessman include the following:

□ **The national insurance surcharge** — cut to 1 per cent in last year's Budget — has been abolished completely. This fulfills the Government's promise to remove the "tax on jobs" in the lifetime of the current Parliament, and should save private sector employers over £850m in a full year. As before, cash limits applying to the NHS and other employers in the public sector will be adjusted to leave them in the same position they would occupy if there had been no change in rate.

□ **Corporation Tax** for small companies is cut from 38 per cent to 30 per cent, effective immediately. This applies to companies with taxable profits of £100,000 or less. The main rate of corporation tax, previously at 52 per cent, falls to 50 per cent for profits earned in 1983/84, with further reductions of 5 per cent a year over the next three years. These reductions have been "paid for" with the removal of many **capital allowances**. "Too much of British investment has been made because these tax allowances made it look profitable rather than because it would be truly productive" said the Chancellor. Many of these allowances are no longer necessary in a time of low inflation, he went on. On the same principle, **stock relief** will no longer be available on price increases arising after this month.

Nigel Lawson believes old corporation tax rates were far too high, acting to penalise profit and success and "blunting the cutting edge of enterprise." The overall effect of his measures here will be to cut their contribution to the Treasury's coffers by some £280m in 1984/85.

□ **Investment income surcharge** — described by the Chancellor as "an unfair and anomalous tax on savings" hitting the small business man particularly hard — is also to be abolished. "In the vast majority of cases this is a tax on savings made out of hard-earned and fully taxed income" said Nigel Lawson. This change will cost the Treasury £350m in a full year.

□ **Capital Gains Tax** allowance is increased from £5,300 to £5,600. This is an inflation-only adjustment. Simplification of the system is promised for next year's Budget.

□ Top rate for **Capital Transfer Tax** is reduced from 75 per cent to 60 per cent.

□ Sales threshold for **VAT registration** goes up £700 from £18,000 to £18,700. Again, inflation-only.

□ **Stamp duty** on share transfers and property purchase has been halved, falling to 1 per cent.

Other changes include a 12½ per cent increase in personal allowances for income tax (PAYE adjustments taking effect from the first payday after May 10) and a quicker collection of VAT from importers.

Most excise duties were increased only in line with inflation, although pressure from the health lobby resulted in a swingeing £0.10 going on twenty cigarettes. Excise price increases as a whole should add only 0.75 per cent to the inflation rate, still predicted by the Government to be at 4½ per cent by the end of the year.

with good ideas, but without the specialist knowledge needed to bring their products on to the market sucessfully," he says.

Mr Phipps has also worked for Berk Pharmaceuticals and Lenthaler Morny. His new company already has its first clients — former employers Booker Health.

## Retail sales

The Department of Trade & Industry's retail sales index showed a rise of 4 per cent to 115 for dispensing chemists (NHS receipts are not included). This compares with a 6 per cent increase to 123 for all businesses.



Rand Rocket representative Mr Tim Armstrong presents a giant Paddington Bear and a magnum of champagne to Mr M. Taylor, MPS, of Taylor's Pharmacy, Abbeydale Road, Sheffield, regional winner of a recent display competition. Another competition for Easter is being planned.

## LRC simplify group structure

**LRC International have re-organised, cutting the number of divisions from six to four.**

Key change is the creation of a new International division — incorporating the old LRC Overseas and LRC Europe. This will allow LRC Products to concentrate more fully on the UK, says the company.

Haffenden-Richborough companies have become part of the Industrial Holdings division. LRC Products and LRC North America remain as before.

The re-organisation has been designed to create a balance within the group by providing for divisions of similar size, explains group chief executive Alan Woltz. "We have structured each division into clearly defined profit centres to provide increased general management opportunities, reinforce individual accountability and give increased attention to the market place" he adds.

Within LRC Products, Nick Hodges, formerly sales director, becomes general manager of the Marigold/Regent division. Reporting to him will be John Stratford as Regent hospital products general manager and Philip Hatcher, general manager (marketing) for Marigold consumer products. Janice Morgan becomes general manager for the company's family planning products, with Mike James taking a similar post covering health and beauty aids. Peter Smith is to head the company's sales force for both divisions.

## Need health food advice?

**Health Products Management are a new consultancy service for the health food industry. Owner Nigel Phipps left a management position at Booker Health Foods to form the company.**

They will give manufacturers in the area help and advice on subjects including sales, product development and legislation.

Nigel Phipps confidently expects the market to show at least 20 per cent growth this year, with continued expansion well into the 1990's. "There are many manufacturers

## More Sunday trading support

Sunday trading this week received strong support from the Institute of Economic Affairs.

In evidence submitted to the Home Office committee of inquiry, it says shopkeepers alone should be able to decide when they wish to open, and that involving the criminal law in this area is "ludicrous".

## Richardson goes into Eire

A hard disc computer label system based on the BBC micro is being launched in Eire by Richardson Computers.

It has been designed for the Irish market, where the pharmacist dispenses a high proportion of private prescriptions, and needs to keep patient records.

An interchangeable hard disc cartridge

Trade unions and retailers wishing to retain restrictions are described as "luddite".

"That the relevant law is enforced — indeed enforceable — in only the most arbitrary fashion further strengthens the case for its repeal" the report goes on.

"It is not the function of Government, nor the prerogative of legislation to put the convenience and leisure of organised shopworkers and some shopkeepers before that of the much larger number of customers whom shops exist to serve" it is concluded.

with 10MB capacity can store up to 130,000 prescriptions for 16,000 patients. The system prices private prescriptions, with stock control and label printing.

The hard disc version of the system costs IR£7,950 (inc VAT) — a floppy disc version with reduced memory costs IR£4,950. The system is being distributed in Eire by McLernon Computers Ltd. The system holds the five digit GMS code, or can be modified to hold a PIP code. *John Richardson Computers Ltd, Unit 337, Walton Summit, Bamber Bridge, Preston, Lancs.*

## Failures on the rise again?

Business failures reached 395 in February, up 13.2 per cent on the same month in 1983, according to Trade Indemnity Ltd.

The rise is significant in that February 1983 was one of the highest monthly totals for business failures on record, says the company. This sudden surge comes on the heels of a 14.6 per cent reduction in January compared with the same period last year.

Taking the first two months of the year the total number of failures barely changed compared with the corresponding 1983 period. Within this chemicals, retail and wholesale distribution, building and engineering experienced increases in business failures.

The credit insurance company say these figures confirm earlier fears that improvement in the economy may be short-lived.

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## Gillette md goes to Abbey

**Gillette UK managing director Peter Birch is leaving the company to head Abbey National building society as chief executive. No decision has yet been made regarding a replacement.**

Mr Birch was initially approached by a team of head-hunters in January, who he says caught him "in a weak moment". It took him two weeks to decide to accept the job.

He admits his knowledge of building society operation is restricted at the moment to having read a recent report on the future of the institution "several times".

It is unusual for a senior building society position to be filled by someone with no experience in the movement. Abbey National say Mr Birch was chosen for his expertise in marketing and management.

## M&B tribunal maternity case

**A housewife claimed last week that she had been unfairly treated when her former employers, May & Baker, failed to offer her the part-time work she wanted after taking maternity leave. But she was told by a London industrial tribunal that it had no jurisdiction to deal with her complaint.**

Mrs Linda Jordan was employed in the telex department at May & Baker Ltd, Rainham Road, South Dagenham.

She indicated that she would like to return after her baby was born in June, and the company wrote on October 13 to remind her that her seven weeks maternity leave was nearly up.

Later that month, after the seven-week period had expired, she said she was unable to return to full-time employment but asked to be considered for a part-time vacancy in the same department should one arise. Such a vacancy did occur in November.

Chairman Donald Williams said that according to the company, which was not represented at the hearing, Mrs Jordan was considered for the position but not selected.

The employers had acted within the law and the tribunal had no jurisdiction to hear Mrs Jordan's complaint.

But he said the tribunal had some sympathy for her. He added that May & Baker, no doubt, had more than one personnel officer and it would not have been an "undue burden" for one of its staff to have contacted Mrs Jordan to discuss the possibility of any other suitable job.



A child resistant closure with a tamper evident signal has been introduced by Stanley Stride. The CRC, with wadless self-sealing construction, has a snap-off disc in the centre of the cap which is automatically broken when the cap is removed. The closure is also competitively priced, say *Stanley Stride Ltd, Victoria House, Queen Street, Henley-on-Thames, Oxon.*

## Steady spend for chemists

**"Not even flu epidemics or the sale of analgesics through grocery outlets has materially affected the share of consumer spending the chemist sector can command" says Retail Business.**

Figures for 1980, 81 and 82 were practically identical. Medical and surgical goods accounted for a constant 0.4 per cent of total weekly expenditure over the three years, while optical and photographic goods showed a static 0.5 per cent. There was scarcely more movement in toiletries and cosmetics, where 1980's 1.1 per cent dropped to 1 per cent and stayed there. *Retail Business, Economist Intelligence Unit, 27 St James's Place, London.*

## BRIEFS

Pre-tax profits at **Beatson Clark** fell £1.14m to £1.22m in 1983. Sales for the period rose £2.47m to reach £31.16m. This follows a stagnant second half, in which the company only broke even.

**Beecham** are to buy US adhesives manufacturer Roberts Consolidated Industries for \$85m (£57.8m). This comes just two weeks after the £42.3m purchase of Italian drug manufacturers Zambeletti. Last year Roberts made pre-tax profits of \$10.5m on sales of \$95m.

Electric blanket manufacturers **Dreamland** are recommending shareholders accept **Valor**'s £6.1m bid for the company. Managing director Christopher Kraushar says they examined the possibility of maintaining their independence, and looked also at the likelihood of another company becoming interested. However, it was decided that these alternatives were not practicable. "There are certain advantages in becoming a member of a more broadly-based group" he adds.

**Monday, March 19**

**Mid Glamorgan East Branch, Pharmaceutical Society.** The Globe Hotel, Pontypridd, at 8pm. Social evening with Cardiff and South Glamorgan. Buffet supper.

**Wednesday, March 21**

**Leeds Jewish Pharmacist's Association.** Etz Chain Synagogue, Leeds, at 8.30pm. Dr Vernon Sykes, MPS, PhD, on "Hypnosis Therapy."

**Thursday, March 22**

**Bath Branch, Pharmaceutical Society.** School of Pharmacy, Bath University, at 8pm. Dr P. Cheetah (Ilate and Lyle Research Laboratories) on "Biotechnology."

**Birmingham Branch, Pharmaceutical Society.** The Keys Club, Margaret Street, Birmingham, at 8pm. Mr J. Donnelly, managing director of Kerfoot Ltd, on "Generic Substitution."

**Bedfordshire Branch, Pharmaceutical Society.** Bird-in-hand, Henlow Camp Crossroads, at 8pm. Dr G.D. Parr, lecturer in pharmaceutics, University of Nottingham, on "Neonates — mini-adults?"

**Bradford and Halifax Branch, National Pharmaceutical Association.** University of Bradford, at 8pm. Mr Bernard Silverman, member of PSGB Council. Joint meeting with the Bradford Branch, Pharmaceutical Society.

**East Metropolitan Branch and West Ham Branch, Pharmaceutical Society.** Annual dinner at Chasney's of Chingford, at 8pm. Mr David R. Knowles, MPS, member of the PSGB Council, is guest of honour.

**Wirral Branch, Pharmaceutical Society.** Wirral Postgraduate Medical Centre, Clatterbridge Hospital, at 8pm. "Tropical Diseases."

**Friday, March 23**

**Ile of Wight Branch, Pharmaceutical Society.** Hotel Ryde Castle, The Esplanade, Ryde, at 7.30pm. Annual dinner. Mr D.A.R. Naylor, BEM, chairman of I of W health authority, is guest of honour.

**Macclesfield Branch, Pharmaceutical Society.** Alderley Park, N.R. Winterston MP on "Politics and Medicine."

**Plymouth Branch, Pharmaceutical Society.** Royal Severn Stars Hotel, Totnes, at 7.45pm. Dinner and music hall evening. Tickets are £9.50. Telephone C.M. Noakes on Saltash 2633.

**Saturday, March 24**

**Dorset Branch, Pharmaceutical Society.** Boscombe Postgraduate Centre, at 7.30pm. Joint meeting with the Bournemouth and Poole Medical Society. Buffet supper and music from local ladies choir.

**Leeds Branch, National Pharmaceutical Association.** Post House Hotel, Bramhope, Leeds, at 7.30pm. Leeds Pharmacy Annual Dinner and Dance. Reservations £9.75, to be made to Mr L. Clavert, 45 Upper Accommodation Road, Leeds LS9 8LT.

**Saturday, March 25**

**Huddersfield Branch, Pharmaceutical Society.** Bradford University. Course on Respiratory Tract Disorders.

**Wednesday, March 21**

**Border region, Pharmaceutical Society.** The Red Lion, Chester-le-Street, at 7.30pm. Dr Lillington, consultant paediatrician, on "Prescribing for children" and Mr Raymond Dickinson, PSGB deputy secretary, on "The Nuffield inquiry."

**Sunday, March 18**

**South East England Region, Pharmaceutical Society.** Asa Briggs Hall, Brighton Polytechnic, Falmer, from 10am to 4.30pm. One day conference on "Pain and terminal care."

**Advance information**

**Post 1980 Contractors Committee.** The Royal Angus Hotel, St Chads, Queensway, Birmingham, Sunday March 25, at 4pm. Edwina Currie, MP, will attend the meeting at which a full report on the activities of the committee to date will be given. A balance sheet will be presented and decisions taken on how to dispose of excess funds.

**British Society for the History of Pharmacy.** Lady Anne Middleton's Hotel, York, April 13—15. Annual Spring conference. Sessions include: "York Minister and city," "York bellfounders and their mortars," "Pharmacy and the cocoa bean," "Life and health in 19th century York," "Surgeon and apothecary William Elmhurst — a medical frontiersman," and "The York retreat, the growing ascendancy of medicine." Cost for full residential conference is £55 per person for single room (£50 for double room) or £8.50 per half day. Applications, to be received by April 6, should be sent to: Secretary, BSHP, 36 York Place, Edinburgh EH1 3HU.

**The Retail Management Development Programme Ltd.** Marriott Hotel, Grosvenor Square, London, from April 30-May 1. Two day point of sale conference, including talks on "Designing the system to meet customer needs," "Creating a practical merchandising system," "Practicalities of installing POS systems." Fee £195 plus VAT. Registration from RMDP, 61 Ship Street, Brighton, Sussex BN1 1AE, tel (0273) 722687.

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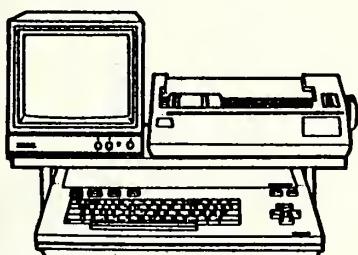
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Further information available from Pauline McCalla, Staff Pharmacist, telephone 01-546 7711 ext 314.

Job description and application form available from **Personnel Department, Kingston Hospital, Galsworthy Road, Kingston-upon-Thames, Surrey.**

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## Memories of bygone days . . .

**Contrasting sharply with the recent bad Press on pharmacists, the warmth and personal flavour of their services was displayed this month in a Radio 4 broadcast.**

Gwynn Martin, FPS, of Taylor-Lloyd's Chemist in Wales, shut shop for the last time two years ago. Yet despite a booming goodwill factor no buyer could be found.

Mr Martin told C&D why: "We had two leapfroggers between us and the surgery. This meant an undue emphasis on OTC sales as opposed to a smallish dispensing list. They had tremendous effects on profits."

In a rural part of Aberystwyth the pharmacy had been trading for over 100 years and the goodwill factor would be hard to deny. On the radio programme — compiled on the chemist's last day of trading by Radio Wales — the customers gave their views on the closure: "One of complete despair... it's a severing of links with the past," said a woman whose family had been using the shop for over 60 years. Another praised the service: "I come 40 miles to get oxygen here. And Mr Martin will come out on Sunday if we run out. No-one else gives that kind of service."

Many of these traditions of service stem from the previous owner of the shop, Gwynn's father-in-law Colonel Bertie Taylor Lloyd. "It was a much more personal service in his day. The Colonel was doctor, philanthropist — everything you could wish for in a chemist. If you couldn't pay he'd give it to you," says Gwynn.

"Aspirin and Dover cates were a popular one — they were like communion wafers — the cates being pressed together with the tablet in the middle. They haven't been sold for a long time now," recalls Gwynn's wife Marjorie. Morris Evans oil was another old remedy which Gwynn remembers: "It cured gout, footrot, boils, and acted as a horse linament all in one."

But one of the memories that will always stick with Gwynn and remind him of when he first joined the business around 1984 is of people coming in for draughts.

"I remember one lady coming in and asking for a draught 'just like yesterdays'. Well I didn't know what she'd had and as we were busy the Colonel told me to give her a glass of water. I did so and she was quite taken with it, coming in every day for about a week for this new draught. It was always with reluctance that she went back to her old draughts of asafoetida."



An inaugural sporting event with a difference took place at the Old Paulines' Ground, Thames Ditton, last Sunday when a Winpharm Rugby Union Enthusiasts Society XV took on the Cardiff school of pharmacy side, who have frequently won the Pharmaceutical Colleges' Competition. The Winpharm RUES team, captained by Colin Jones from mid-Glamorgan and made up of community pharmacists with three guest players, won by 29-14.

## Wellcome's 'tabloid' 100 years old

**Tabloid, the word used to describe many of today's popular newspapers, celebrated its 100th birthday on Wednesday.**

The word is said to have come to Sir Henry Wellcome, who helped to build the Wellcome Foundation into one of today's pharmaceutical giants, at half past four one wintry morning in 1884. On March 14 of that year Henry Wellcome registered "Tabloid" as a trademark for his medicinal compressed products as well as for food products and printed publications.

In the early 1900s he boldly defended his word as an exclusive company trademark. He went to court over the issue in 1903, eventually winning his case after a long fight. Disputes continued right up until the 1950s, mainly with the Press, with Wellcome giving newspapers many alternatives to describe themselves. These included "nutshell newspaper", "miniature", "pocket-sized" or "bijou".

Not surprisingly none of these caught on! The company was no longer able to suppress general usage of the word and "tabloid" found its way into the Oxford Dictionary. Wellcome still officially hold the trade mark though, under all categories.

**Fisons Ltd Pharmaceutical Division:** Martin Hindle, MPS, becomes president director general of Laboratoires, Fisons SA, France. He joined Fisons in the UK in 1970, leaving in 1982 to become managing director of the Rhone Poulenc business in Scandinavia, based in Copenhagen.

## Appointments to ICML Board

**Macarthy's director Jim Canning, MPS, (right) has joined the board of Independent Chemists Marketing Ltd. So has Douglas Low, owner of John Hamilton (Pharmaceuticals) of Glasgow.**



Mr Canning, who qualified from Liverpool in 1956, started his career in pharmacy as a medical representative for Boots. He first joined Macarthy's in 1964, becoming a regional director five years later.

In 1973, he joined Westons, working as managing director for both Barclay & Sons and Weston Chemists. Ten years later he rejoined Macarthy's in his present post.

Since 1980, Mr Low has been chairman of the Scottish Wholesale Druggists Association. John Hamilton (Pharmaceuticals) is a major independent force in pharmaceutical wholesaling north of the border, and claim to have been first to introduce on-line order entry and stock recording facilities in 1973.

## Superintendent moves at Boots

**Boots the Chemists have appointed a new pharmacy superintendent. From April 1 Mr Donald Crossland takes over from Mr Tony Fox.**

Mr Crossland is currently territorial general manager of T6, based on Solihull, and covering the Birmingham area. Previous managerial positions were in T7, Wolverhampton, and as assistant superintendent pharmacist.

Mr Fox, a director of the company, moves to T26, based on Chelmsford, as territorial general manager.

The following were elected at the Joint Boots Pharmacists' Association annual meeting held in Birmingham recently: Mr S. Wheatley, chairman; Mr D. H. Johnson, vice-chairman; Mr A. Tobias, secretary; Mr J. Butter, treasurer. Other officers elected were: Mr J. Brady; Mrs C. Hingston; Mr J. Glass, and Mr R. Greggs.

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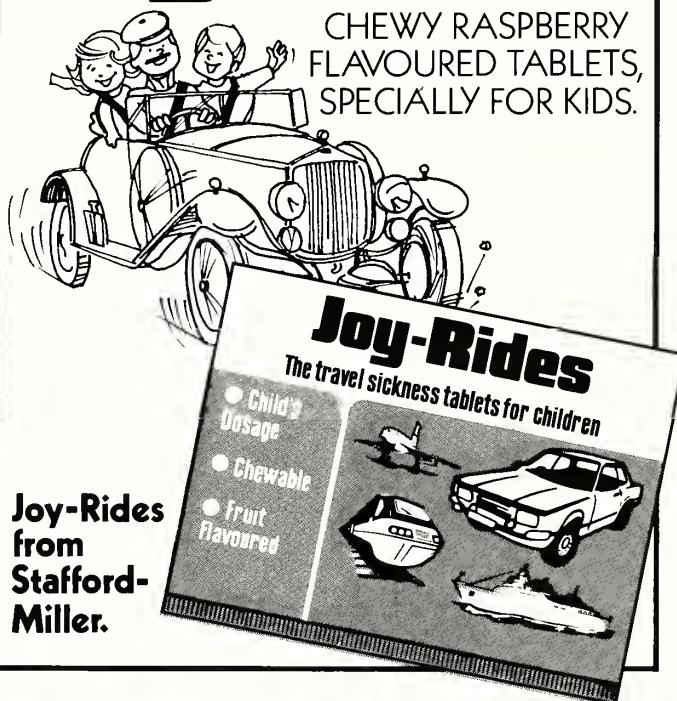
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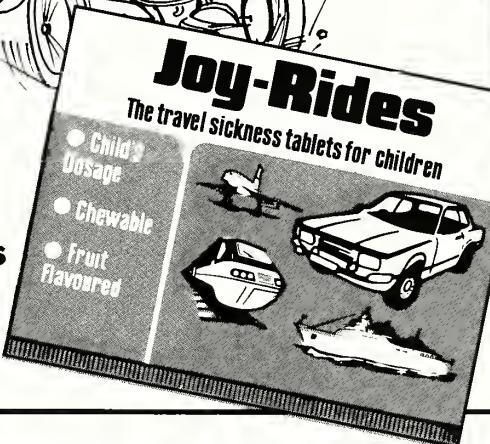
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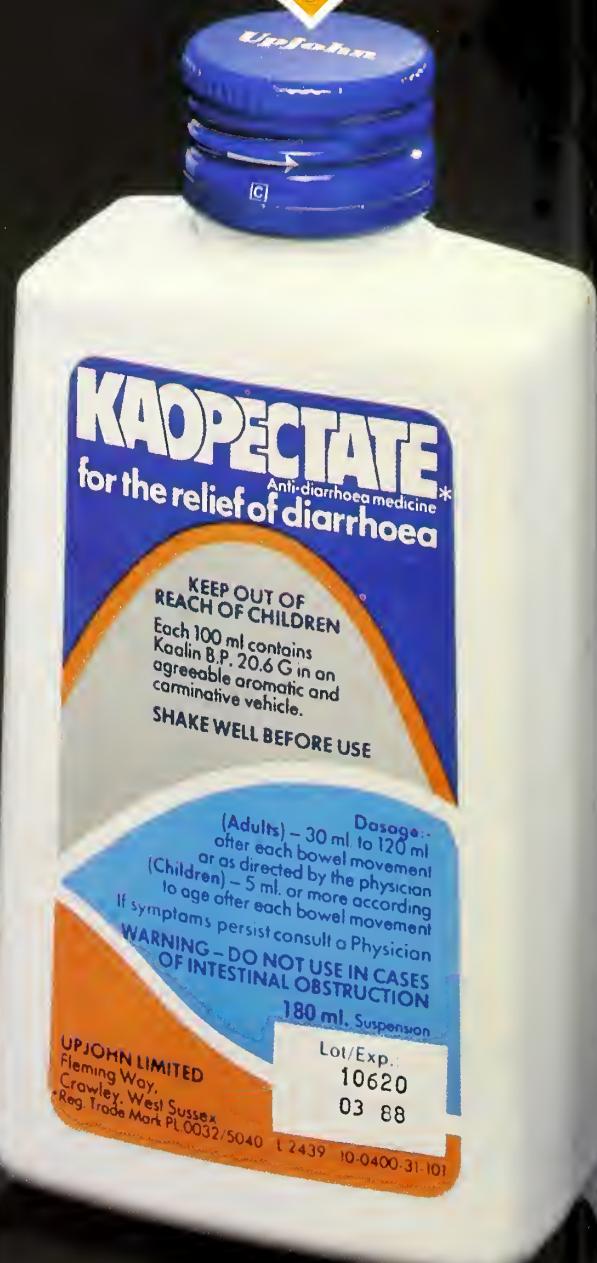
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